JUNE 26, 1950

BROADCASTING TELECASTING

TECHNOLOGY DEPT.

PUBLIC LIBRARY
JUN 1950
DETROIT

Houston draws a WINNER

Owned by The Houston Post Company
Operators of KPRC
Jack Harris, General Manager
Formerly KLEE-TV

GIVE US MORE *Coffee Call!*

GROCER

"Coffee Call is Kentuckiana's only food merchandising show — it sells groceries!"

HOUSEWIFE

"I had to wait 2 months to get tickets to see Coffee Call — but it was worth it."

ADVERTISER

"Look at the consistantly high Hoopers. The latest was a 6.6!"

FOOD WHOLESALER

"Women from all over Kentuckiana flock to see Coffee Call . . . over 21,000 in eleven months!"

ACCOUNT EXECUTIVE

"The potential is here. Kentuckiana's 1949 Food Sales were $474,196,000!"

COFFEE CALL Now Goes 5 Days a Week

Monday thru Friday beginning July 3 — Participations now available

For the past year "Coffee Call" has been selling food products for its participating sponsors as a 3 day a week show. In answer to the demand for "More Coffee Call", this popular show will go 5 days a week beginning July 3. Better check your Petry Man *now* for availabilities.

50,000 WATTS ★ 1 A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

PRARLOC

costs us money..

but it's the policy we support 100%

PRARLOC (**P**roved **R**eturns **A**t **R**ates **L**isted **O**n **C**ard) is the Westinghouse policy of uniform rates.. as opposed to "deals" for station time made on a "per inquiry" basis.

Anyone looking at our records might wonder why we, of all people, should be against "PI" business.

Take these examples. In Pittsburgh, three early-morning announcements on KDKA brought more than 3,000 *cash* orders for a 25c booklet. In Portland, Oregon, a department store advertised girdles at 9 AM on KEX, sold out its entire stock by 3 PM. Similar reports come in regularly from Boston, Philadelphia, Fort Wayne, Springfield.

On a "PI" basis, we would have been able to bill far more than the rates listed on our cards.

But—would this be good for advertising?

It would not. It would mean discrimination in media costs. It would mean that one advertiser would pay more than another for identical media services.

It would mean confusion, uncertainty, recrimination.. instead of fair, standardized rates for one and all.

That's why we're backing PRARLOC. We believe it's good for the future of your business *and* ours.. even if it does cost us money today. We believe that *sticking to card rates* will protect the health and growth of the entire advertising industry.

And as for *P*roved *R*eturns, we invite you to ask Free & Peters for case histories.. like those above.. that prove our salespower in six of the nation's leading markets.

WESTINGHOUSE RADIO STATIONS Inc

KDKA KYW KEX WBZ WBZA WOWO WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Published every Monday. 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SINDLINGER & Co.'s qualitative study of media vs. "leisure time" to be released shortly claims nighttime televiewing in Philadelphia between 7 and 10 p.m. in 10-month period (April 1949 to February 1950) used up an average of only 11 minutes of radio time. Report also shows 20-month growth in city of 573,000 families with 974,000 radio sets to 607,000 families with 1,153,000 sets in February 1950. TV receivers multiplied seven times over in that same period.

WHILE stressing theme that "radio comes back" in TV homes, Sindlinger report also can be expected to hit hard at surveys of radio-TV sharing of nighttime audiences. Report will claim "share" surveys distort picture.

DESPITE efforts to expedite its workload, FCC is not expected to complete its paper work for consideration of clear-channel revision prior to resumption of recessed NARBA sessions in Washington Sept. 6. NARBA, therefore, must deal with status quo in U. S. allocations.

PLANS to build nest of high-power stations on Haiti reportedly being nourished by World Radio Corp., religious organization, with hopes of attracting U. S. sponsors for religious-commercial programs. Organization has been holding rallies in Houston, is said to be talking in terms of 500 kw station on 640 kc and pairs of 100 and 10 kw stations on short and medium waves—if money is available and if terms can be reached with Haitian government.

ALSO in "international" field, at least one Texas broadcaster is reported toying with idea of applying to FCC for shortwave station to beam religious and other programs to Mexico.

LINCOLN MERCURY division of Ford Motor Co., through Kenyon & Eckhardt, New York, preparing radio spot announcement campaign on more than 100 stations to start in August.

ALTHOUGH FCC hasn't yet decided on policy as to licensing of motion picture companies in TV, indications are it will be disposed to follow newspaper ownership philosophy of considering each case on individual merits. For example, motion picture producers which have bottled up talent and film, precluding TV use, doubtless would not fare as well as those companies which have maintained reasonably open market in those commodities.

WITH Labor Day now regarded as earliest likely date for FCC decision on color TV, and all else TV-wise being held in abeyance pending that verdict, it's time to push back those freeze-lift estimates again. Decision in September would leave less than four months for hearings and decisions on other problems—"general" TV issues, UHF, VHF standards,

(Continued on page 82)

Upcoming

June 25-29: Advertising Assn. of the West convention, Ambassador Hotel, Los Angeles.
June 28-30: Assn. of Independent Metropolitan Stations convention, Miami, Fla.
June 30-July 2: Catholic Broadcasters Assn., U. of St. Louis, St. Louis.
July 6-8: South Carolina Broadcasters Assn., Ocean Forest Hotel, Myrtle Beach.
(Other Upcomings on page 30)

Bulletins

NBC has sold *Fibber McGee & Molly* to another sponsor if S. C. Johnson & Son, Racine, Wis. (wax products), decides not to renew program by July 31, time set for decision. Johnson plans entry into TV with fall participation on NBC-TV's *Saturday Night Review*. Programs are also being considered. Johnson agency, Needham, Louis & Brorby.

NAB COMMITTEE APPROVES MEMBERSHIP CAMPAIGN

NAB Board's Membership Committee at Friday meeting completed first stage of planning for "all-out membership drive" to start on the eve of district meeting series opening Aug. 14 in Seattle (see board story page 19).

Sales presentation on which drive is to be based was previewed before board at three-day meeting last week by Robert K. Richards, NAB public affairs director. Presentation will be shown to Washington and New York trade press in near future, according to Clyde W. Rembert, KRLD Dallas, committee chairman.

The committee suggested that district directors be asked to invite non-members in their area to attend this year's district meetings.

Other committee members present Friday were Charles C. Caley, WMBD Peoria, Ill.; Allen M. Woodall, WDAK Columbus, Ga.; Calvin J. Smith, KFAC Los Angeles; William C. Grove, KFBC Cheyenne, Wyo. Attending for NAB were William B. Ryan, general manager; B. Walter Huffington, station relations director; C. E. Arney Jr., secretary-treasurer, and Mr. Richards.

WIBW APPOINTS SEYLER

WES SEYLER, formerly Nebraska vocational agriculture instructor, appointed farm service director of WIBW Topeka by Ben Ludy, general manager. Mr. Seyler recently took 1,700-mile tour with Elkhorn Future Farmers. He is graduate of U. of Nebraska.

NEW DUANE JONES BRANCH

DUANE JONES Co., New York, establishing Chicago office at 221 N. La Salle St. Lawrence D. Milligan, formerly of Aubrey, Moore & Wallace, named vice president in charge of Chicago office and Hollis C. Doss, Hotpoint Inc., joining as account executive.

Business Briefly

CARLING'S CHANGE ● Brewing Corp. o America's Carling's Red Cap Ale to Benton & Bowles, New York. Account was formerly with Leo Burnett Co., Chicago.

GF PLANS ● General Foods, New York through agency, Young & Rubicam, expected to sponsor mystery show as replacement for radio version of *The Goldbergs*, Saturday 8:30-9 p.m. on CBS.

WILDROOT BUYING ● Wildroot Co. t sponsor 10-minute segment of *Saturday Nigh Revue* on NBC-TV and in addition is prepar ing extended TV spot campaign using 8:1 and 8:30 p.m. station breaks on Arthur God frey's Wednesday night TV show. Same sta tion breaks sought by Bristol-Myers Co. fo Vitalis. Wildroot agency, BBDO, New York

B&B APPOINTED ● Diamond Match C has appointed Benton & Bowles, New York to handle advertising.

TV SUBSTITUTE ● Philip Morris (ciga rettes), through Biow Co., New York, wi sponsor Horace Heidt on television next sea son replacing *Candid Camera*, Monday, 9-9:3 p.m. on CBS-TV.

CHEESE AGENCY NAMED

NATIONAL CHEESE Co., Chicago, for Dais Brand whipped butter and cheese, name Newby & Peron, Chicago, as agency. Medi schedules expected to be decided this week.

NORGE CONSIDERS TV

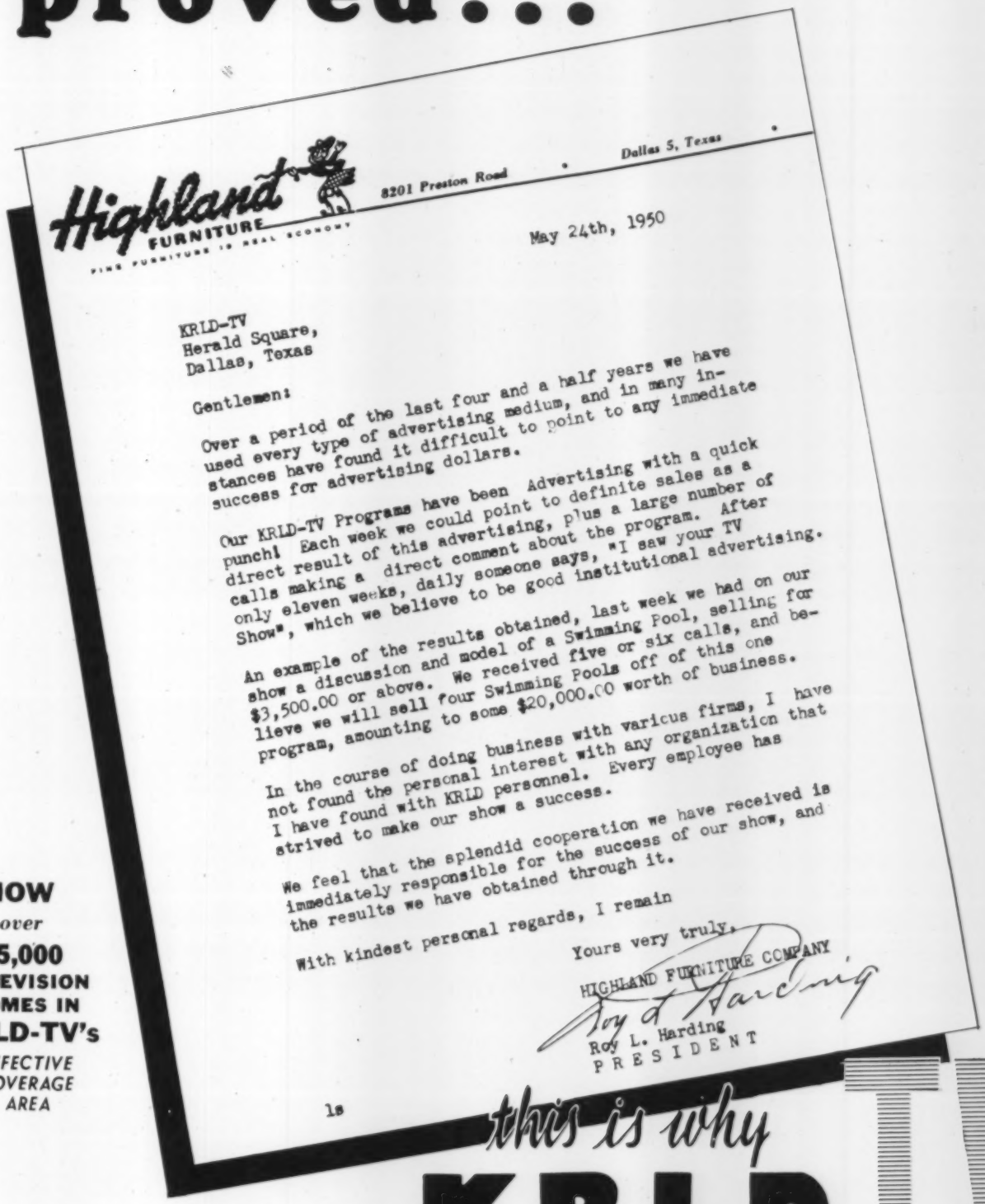
R. J. REYNOLDS TOBACCO Co. (Came cigarettes) will drop sponsorship of *Ed Wyn Show*, Tuesday, 9-9:30 p.m. on CBS-TV a end of current cycle. Norge refrigerators re ported to be considering buying program.

TRANSCONTINENTAL TV LINK APPROVED BY FCC

CONSTRUCTION of microwave radio rela facilities between Omaha and San Francisco— to complete first transcontinental TV networ by Jan. 1, 1952—approved by FCC Friday AT&T was granted 55 relay stations betwee two cities to provided four microwave channels two for telephone traffic and one each direction for TV.

Estimated construction cost for new link wa given as $20,400,000. Of this amount $17,900, 000 is for Omaha-San Francisco facilities an $2,500,000 for additional equipment in Chicago Omaha section. New York-Chicago portion o route is virtually completed, FCC said, and i expected to be available for intercity TV net work service "in the near future." Chicago Omaha section, under construction, is to b ready for operation in April 1951. Total cos of transcontinental link when completed was cited as $37,590,000.

proved...



Highland FURNITURE
FINE FURNITURE AT REAL ECONOMY
8201 Preston Road • Dallas 5, Texas •

May 24th, 1950

KRLD-TV
Herald Square,
Dallas, Texas

Gentlemen:

Over a period of the last four and a half years we have used every type of advertising medium, and in many instances have found it difficult to point to any immediate success for advertising dollars.

Our KRLD-TV Programs have been Advertising with a quick punch! Each week we could point to definite sales as a direct result of this advertising, plus a large number of calls making a direct comment about the program. After only eleven weeks, daily someone says, "I saw your TV Show", which we believe to be good institutional advertising.

An example of the results obtained, last week we had on our show a discussion and model of a Swimming Pool, selling for $3,500.00 or above. We received five or six calls, and believe we will sell four Swimming Pools off of this one program, amounting to some $20,000.00 worth of business.

In the course of doing business with varicus firms, I have not found the personal interest with any organization that I have found with KRLD personnel. Every employee has strived to make our show a success.

We feel that the splendid cooperation we have received is immediately responsible for the success of our show, and the results we have obtained through it.

With kindest personal regards, I remain

Yours very truly,
HIGHLAND FURNITURE COMPANY
Roy L. Harding
Roy L. Harding
PRESIDENT

NOW *over* **55,000 TELEVISION HOMES IN KRLD-TV's** *EFFECTIVE COVERAGE AREA*

is **this is why KRLD is your Best Buy**

TV

OPERATORS *of* KRLD 50,000 WATTS

THE CBS STATIONS *for* DALLAS-FT. WORTH

The TIMES HERALD *Station . . . Representatives* THE BRANHAM CO.

Channel 4

● You can buy other radio stations in Flint, Michigan, **BUT**

● WFDF, in its 29th year of leadership, gives you:

3 TIMES

THE AUDIENCE OF ALL OTHER STATIONS in Flint

(in the A.M.), and far more than **all other Flint Stations combined** in **all** time segments!*

** The latest Hooper Radio Audience Index (Dec. '49 thru Apr. '50) is just. out. The Katz Agency has full details of WFDF's amazing leadership story.*

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING TELECASTING

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Gladys L. Hall, *Secretary to the Publisher.*

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NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor.*

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

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•Reg. U. S. Patent Office

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This is CBS in 1950... where most network dollars work

COMPARATIVE NETWORK SNOWSHEET

EVENING

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY ABC	MONDAY CBS	MONDAY MBS	MONDAY NBC	TUESDAY ABC	TUESDAY CBS	TUESDAY MBS	TUESDAY NBC	ABC
6:00 PM	Adam Hats Drew Pearson (226) R	Earn Your Vacation $	TBA	Catholic Hour $	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren $	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren $	(Not in Service)
6:15	Seeman Bros. Mus. Headlines (218) R	"	"	"	"	Yes and — $	"	Clem McCarthy 6:15-6:20 $	"	Yes And — $	"	Clem McCarthy 6:15-6:20 $	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P, The Steve Allen Show (152) R	Cudahy Packing Nick Carter (317)	Western Caravan $	"	No Network	"	Sketches in Melody 6:20-6:45 $	"	No Network	"	Sketches in Melody 6:20-6:45 $	"
6:45	"	"	"	"	"	Bill Costello News $	"	Sun Oil Co. 3-Star Extra (34)	"	Bill Costello News $	"	Sun Oil Co. 3-Star Extra (33)	"
7:00	Voices That Live $	Amer. Tob. Co. Guy Lombardo Orch. (181) R	Affairs of Peter Salem	$1000 Reward $	Co-op Headline Edition (53) *	Garry Moore Show	Co-op Fulton Lewis jr. (302)	Miles Labs. One Man's Fam. (194) H R	Co-op Headline Edition (53) *	Garry Moore Show	Fulton Lewis jr. (302)	Miles Labs. One Man's Fam. (194) H R	Co-op Headline Edition (53) *
7:15	"	"	"	"	Co-op Elmer Davis (46)	"	Miscellaneous Program $	Miles Labs. News of World (148)	Co-op Elmer Davis (45)	"	Miscellaneous Program $	Miles Labs. News of World (148)	Co-op Elmer Davis (40)
7:30	Amazing Mr. Malone $	Lever Bros. Hit the Jackpot (148)	Under Arrest $	The Saint $	General Mills Lone Ranger (175) R	Rosemary Clooney $	Hexasema Gabriel Heatter (84)	Echoes From Tropics $	Counter-Spy (274)	Rosemary Clooney $	Rhodes Pharm. Gabriel Heatter (155)	Echoes From Tropics $	General Mills Lone Ranger (175)
7:45	"	"	"	"	" *	American Oil Larry Lesueur (73)	I Love A Mystery $	Pure Oil Co. R. Harkness (30)	"	American Oil Larry Lesueur (73)	I Love A Mystery (27) RR	Pure Oil Co. R. Harkness (27) RR	" *
8:00	Stop the Music $	Coca-Cola Percy Faith & Orch. (180)	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (188) H	Ethel & Albert $	Bromo Seltzer Hollywood Star Pl'house (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)	ABC Orchestra	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo $	Who Said That? $	Dr. I. Q. (55)
8:15	Trimount Stop the Music (196)	"	"	"	"	"	"	"	"	"	"	"	"
8:30	Speidel Corp. Stop the Music (171)	TBA	Enchanted Hour	U.S.Steel Summer Symph.	General Motors Henry Taylor (264)	Wrigley Broadway Is My Beat (170)	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)	Gentlemen of the Press $	C-P-P'th'Pwdr. Satan's Waitin' (152) R	Official Detective $	Lewis-Howe Starlight Concert (186)	Cliche Club Walter Kiernan $
8:45	Old Gold Stop the Music (173)	"	"	"	Joe Hirsel $	"	" *	"	"	"	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	We Take Your Word $	Opera Concert	"	Melody Rendezvous $	Granby's Greenacres	Murder By Experts $	Bell Telephone Telephone Hour (155) R	Co-op Town Meeting (56)	Wm. Wrigley Romance (172)	John Steele Adventurer	Gen. Mills Penny Singleton Show	Detour
9:15	Andrew Jergens Lanella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"	"
9:30	Cross Roads	Philip Morris Horace Heidt (172)	The Little Symphonies $	My Mother's Husband $	So's Soliloquy $	Count Your Blessings $	Murder at Midnight	Cities Service Band of America (83) N	Chr. Sc. Monitor Views the News R	Philip Morris Candid Micro-phone (149)	Mysterious Traveler	Presenting Charles Boyer $	Chanda
9:45	"	"	Twin Views Of the News $	"	"	"	"	"	Musical Memos $	"	"	"	"
10:00	Jimmy Blaine Show	Carnation Co. Contented Hour (188)	This Is Europe	Eversharp Take It or Leave It (164)	United— or Not?	Rate Your Mate $	A. F. of L. Commentators (148)	General Mills Night Beat (136)	Time For Defense $	There's Music in the Air $	A. F. of L. Commentators (145)	Lever Bros Big Town (134)	Lawrence Welk (26)
10:15	Love Letters Set to Music	"	"	"	"	"	Co-op Newsreel	"	"	"	Co-op Newsreel	"	"
10:30	Co-op Jackie Robinson	Dance Orchestra $	Dance Orchestra $	Pet Milk Bob Crosby (148)	Strictly From Dixie $	Dance Orchestra $	Dance Orchestra	Top Secret $	Chamber of Commerce, This Is Our Town	"	Dance Orchestra	Brown & Wmsn. A Life In Your Hands (166)	On Trial $
10:45	Sokolsky $	"	"	"	"	"	"	"	AFofL As We See It	"	"	"	"

DAYTIME

	SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
9:00 AM	Concert Hall $	World News	Elder Michaux Happiness Hour	Co-op World News Leon Pearson	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Red Foley $	No School Today $	Co-op News	(Network Opens 10 A M)	Skelly Oil Down Homers
9:15	"	E. Power Biggs $	"	Wormwood Forest $	Swift & Co. Breakfast Club (127) R	Barnyard Follies $	Co-op Tell Your Neighbor	"	"	Barnyard Follies $	"	Down Homers $
9:30	Voice of Prophecy, V of P Inc (95)	"	Dixie 4 Quartet	Cameos of Music $	"	"	Tennessee Jamboree	Clevelandaires $	"	"	"	Brown & Wmsn Life in Your Hands (15)
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (24)	"	"	"	"	Garden Gate	"	Coffee In Washington $
10:00	Message of Israel $	Church of Air $	Radio Bible Class (286)	National Radio Pulpit $	Sterling Drug My True Story (294) R	Music Please $	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Carnation Family Party (95) R	Miscellaneous Program $	Minn Valley Canning Co. Fred Waring (148)
10:15	"	"	"	"	" *	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time $	"	"	"	"	TBA (ER. July 8)
10:30	Negro College Choirs $	"	Voice of Prophecy (281)	Art of Living $	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (34)	"	Look Your Best	News	Pet Milk Mary Lee Taylor (149)
10:45	"	Church of Air $	"	Morning Serenade $	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (173) R	"	"	"	"	Helen Hall	"
11:00	Foreign Reporter $	Newsmakers $	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	Tips, Quips & Tunes $	Liggett & Myers Arthur Godfrey (186) R	Co-op Behind the Story	TBA	Junior Junction $	Cream of Wheat Let's Pretend (154) *	Coast Guard Band	Mind Your Manners $
11:15	Down Bible Students, Frank & Ernest (179)	Howard K. Smith $	"	The UN Is My Beat	"	"	Co-op G. Heatter's Mailbag	TBA	"	"	"	"
11:30	Hour of Faith $	Salt Lake City Tabernacle $	N'western U Review $	News Hilites $	Quick as a Flash (206)	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)	At Home With Music $	Lever-Rayve Junior Miss (175)	Hoosier Hotshots	Adventures of Archie Andrews
11:45	"	"	"	Campana Solitair Time (20)	"	P & G Rosemary (140)	Bob Poole	Babbitt David Harum (58)	"	"	"	"
12:00 N	Fantasy In Melody $	Invitation To Learning $	College Choirs	American Forum of the Air $	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (158)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys $	Armstrong Cork Theater of T'day (172)	Man On Farm	Barriault Washington News
12:15 PM	"	"	"	"	" *	Lever Bros. Aunt Jenny (83)	Gulf Oil Laney Ross	No Net. T-Th.-F Echoes Tropics $ Mon-Wed	"	"	"	Public Affairs $
12:30	Piano Playhouse	People's" Platform $	Mutual Chamber Music $	The Eternal Light $	Out of Service	Whitehall Helen Trent (166)	Miscellaneous Program	Homeowners Mon.-Th.	American Farmer $	Pillsbury Mills Grand Con Sta (153) *	Dance Orchestra	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (168)	Burrus, Lt. Crust Dough (MWF)	Art Van Damme Mon.-Thu. $	"	"	"	"
1:00	Sammy Kaye Sunday Serenade $	Charles Collingwood $	News	America United $	Co-op Backhaus (92)	P & G Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez $	Navy Hour $	Armour Stars Over Hollywood (181	News $	Allis-Chalmers Nat'l. Farm & H. Hour (164)
1:15	"	Elmo Roper $	Voices of Strings	"	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	"	"	"	Jerry & Skye $	"

	ABC	CBS
1:30	Hallmark Visage $	TBA
1:45	"	"
2:00	Around the World (158)	Brown & Wmsn Life in Your Hands (16)
2:15	"	"
2:30	Co-op Mr. Presid	St. Hall
2:45	"	"
3:00	Speaking of Song $	Invitation Music
3:15	"	"
3:30	Lthrn Layman Lutheran Ho (19)	"
4:00	Gospel Broadcasting Co	"
4:15	"	"
4:30	"	Quiz You $
4:45	"	"
5:00	Milton Cross	Mus Hndrx $
5:15	"	"
5:30	Think Fast	Hwy At Chance $
5:45	"	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Sketches in Melody 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (34)
Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Miscellaneous Program S	Miles Labs. News of World (149)
TBA	Dance Orchestras S
I Love A Mystery	Pure Oil Co R. Harkness (31)
The Hidden Truth S	Gen. Mills Dangerous Assignment (Eff. July 19)
"	"
International Airport	Kraft The Falcon
"	"
2,000 Plus S	Bristol Myers Break the Bank (166)
"	"
Family Theatre S	Bristol Myers Dist. Attorney (165)
"	"
A. F. of L. Commentators (148)	Am. Cig. & Cig. The Big Story (156)
Co-op Newsreel	"
Dance Orchestra S	Rexall Rich. Diamond (136)
"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	Bill Costello News S	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	Garry Moore Show	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (149)
Counter-Spy (274)	Rosemary Clooney S	Gabriel Heatter S (135)	The Playboys S
"	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. R. Harkness (28)
Casebook of Gregory Hood S	Up For Parole	California Caravan	The Quick and the Dead S
"	"	"	"
Inner Sanctum	Whitehall Mr. Keen (151) R	Mr. Feathers	G. E.—Maxwell Father Knows Best (155) H R
"	"	" *	TBA (eff. July 13)
Old Gold Orig Amateur Hour (173) *	TBA	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (163) H
"	"	"	TBA (Eff. July 6)
"	Philip Morris Crime Photog. (158)	Vincent Lopez Show	Blatz Brewing Duffy's Tavern (159)
Paul Harvey S	"	"	"
Author Meets Critics S	Wrigley Johnny Dollar (179)	A. F. of L. Commentators (148)	Dragnet L&M-Fatima (146) H
" *	"	Co-op Newsreel	"
Murder & Music S	Rosefield Skippy Hollywood Theater (66)	Dance Orchestra	Gen. Mills Sara's Private Caper
George Barnes	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	Bill Costello News S	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	Garry Moore Show	Fulton Lewis jr. (291)	Miles Labs. One Man's Fam. (164) H R
Co-op Elmer Davis (46)	"	Miscellaneous Program S	Miles Labs. News of World (149)
General Mills Lone Ranger (175)	Rosemary Clooney S	Gabriel Heatter	Dance Orchestras S
" *	American Oil Larry Lesueur (73)	I Love A Mystery	Pure Oil Co. R. Harkness (29)
Norwich Pharm. Fat Man (136) R	Wrigley Cloud Nine (170)	Bandstand U.S.A.	Stars and Starters S
"	"	"	"
Equitable Life This Your FBI (221) R	TBA	Music	Gulf Refining We the People (115)
"	"	" *	"
Heinz Thin Man (207)	Soups For Sale	Air Force Hour	Gen. Mills Dimension X (Eff. July 7)
"	"	"	"
Pat. C. Boraz The Sheriff (191)	"	Co-op Meet the Press	Confidentially Yours, with Jack Lait S
Ch. Spark Plug Roll Call (215)	"	"	"
Claremont Hotel	Phillips Petro. Rex Allen Show (83)	A. F. of L. Commentators (148)	Wanted S
"	Richfield Escape (34)	Co-op Newsreel	"
Steel Pier Orchestra	Capitol Cloak Room S	Dance Orchestra	Cal.-Palm.-Post Sports Newsreel (148)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Harmony Rangers	News	6:00 PM
Cliff Cameron	Correspondents Scratch Pad S	"	On the Line Bob Considine S	6:15
Harry Wismer	Red Barber Sports	Al Helfer	Living 1950 S	6:30
Remember	News L. Leseuer S	Music	Voices & Events S	6:45
Treasury Show	Starlight Operetta S	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Buzz Adlam	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
"	"	7:55-8 Kennedy S	"	7:45
Dixieland Jazz Bands S	Wrigley Pursuit (169)	Ronson Metal 20 Questions (501)	Dance Bands S	8:00
"	"	"	"	8:15
Hollywood Byline S	TBA	Take A Number	"	8:30
"	"	"	"	8:45
Ray Burn & Finch S	Gangbusters S	True or False S	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	9:15
"	Liggett & Myers Godfrey Digest (167) R	Lombardo USA S	Gen. Mills Tales of the Texas Rangers	9:30
"	"	"	"	9:45
WAEB Sleepy Hollow Gang	Sing It Again S	Chicago Theatre of the Air S	Basin Street S	10:00
"	"	"	"	10:15
Saturday At the Shamrock	Carter Prod. Sing It Again (13a)	"	R. J. Reynolds Grand Ole Opry (190)	10:30
"	Sing It Again S	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
TBA	Lutheran Hour (Lutheran)		U of Chicago Round Table S
"	"		"
	Music with Trendler		NBC Theatre S
"	"		"
	Co-op Bill Cunningham (55)		"
"	Veteran Wants to Know S		"
	Treasury Variety Show		The Truitts S
"	"		"
	TBA		The Quiz Kids S
"	"		"
	General Foods Hopalong Cassidy (432)		Cloak and Dagger S
"	"		"
	U.S. Tobacco Wm Gargan Private Investgr (388)		High Adventure S
"	"		"
	Grove Labs(420) The Shadow		The Big Guy S
"	"		"
	Williamson True Detective Mysteries (472)		Int'l Harvester Harvest of Stars (167)
"	"		"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (142)	Ralston Checkerboard Jamboree	Manhattan Soap We Love and Learn
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (83) Quaker (34)	Miles Labs Ladies' Fair (438)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (147)	(Also Baseball until 4 p.m.)	"
Chance of Lifetime	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	Live Like A Millionaire S
"	P & G Brighter Day (106)	"	"
Bride & Groom (221)	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hillton House (127)	"	P & G Road of Life (152)
Hannibal Cobb *	Winner Take All	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Green Spot Surprise Package (53)	Co.-Palm.-Post Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (148)
Surprise Package S	"	"	Sterling Drug Stella Dallas (146)
Happy Landing S	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)
Tod Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (145)
Fun House	M-T-W The Chicagoans Thur.-Fri. St. Louis Mel.	Mert's Record Adv. M-F ½ hr.	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (99)
(See Footnotes)	Top Tune Time	B Bar B M. T. Th. F ½ hr.	Whitehall Just Plain Bill (60)
"	Miles Labs. Curt Massey Time (141) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)

SATURDAY

ABC	CBS	MBS	NBC
Roger Dann S	Toni Co. Give and Take (150)	Barn Dance S	Slim Bryant & His Wildcats S
"	"	"	"
Lets Go To The Opera S	Hormel & Co Music with H. Girls (62)	"	Recovery Story S
"	"	"	"
"	Gen. Foods Baseball (75)	Bands for Bonds *	U.S. Army Band S
"	2:30-5 Alternate Weeks Dance Music	"	"
"	Report From Overseas	Dunn On Discs	Music S
"	Adventures in Science	"	"
Where There's Music S	CBS Farm News	"	Voices Down The Wind S
"	Dance Music	"	"
Old, New, Borrowed, Blue S	"	Caribbean Crossroads	TBA
Horse Races S	"	"	"
Treasury Bands S	TBA	Sports Parade S	"
"	"	"	"
Tea & Crumpets S	Dance Orchestra	True or False	"
"	"	"	"
"	Make Way For Youth S	Radio Harris (Dewey) (50)	Pabst Sportscast
Club Aluminum Club Time	"	Twin Views of News	"

"Explanatory: Listings is order: Sponsor, name of program, number of stations, & originating: R rebroadcast west coast; TBA to be announced. Time is EDT.

ABC

12:45-13:30 PM Mon.-Fri., Toni on 223 stations.

2:30-3:30 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 209 stations.

5:30-6 PM Mon., Wed., Superman.

5:30-6 PM Tues., Thur., Sky King.

5:30-6 PM Fri., Green Hornet.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 61 stations.

CBS

11:30-11:55 AM Sat., Sesman Bros., Bill Stern Sports News, 176 stations.

12:30-1:00 PM Sat., Pillsbury Mills, Inc. Cedric Adams, 183 stations.

NBC

2:30-3 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 214 stations.

4-4 PM Sat., Baseball Game of the Day Regional in Midwest.

NBC

4-4:15 AM Mon.-Fri., Alex Drier, Skelly Oil Co., 24 stations.

4-4:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues. Thurs. Sat., Songs by Morton Downey, Coca-Cola Co., 118

BROADCASTING

TELECASTING

June 26 Copyright 1950

Want to sell the youngsters?

• *These days children can repeat a sponsor's message and his premium offer almost as quickly as their own name and address. So why not take full advantage of Philadelphia's hard-listening juvenile audience through these two great WCAU programs?*

"TIME OUT"
10 to 10:30 A. M., Saturday

An audience-participation quiz show featuring Philadelphia's top sports commentator Bill Campbell, the Whiz Kids, a trio of teen-age sports experts, and a Saturday attendance of 200 youngsters. This show has top rating for its period, a 5.0*. That's 1.0 better than the "Fred Waring Show" on station B.

"RADIO RANGERS"
10:30 to 11 A. M., Saturday

With the younger generation using living rooms for corrals these days, here's a natural for putting your message across. "Radio Rangers" is fast on the draw with cowboy ballads, drama of the old West, and a chance for kids in the audience to put in their two pesos' worth. **Pulse*

If you want your sales story to be a success story, climb aboard WCAU for results that break records.

WCAU

THE PHILADELPHIA BULLETIN STATION
REPRESENTED BY RADIO SALES

new business

CONSOLIDATED PRODUCTS Co., Danville, Ill., names Dancer-Fitzgerald-Sample, Chicago, Sept. 1. National farm radio, probably programs, planned for Kaff-A, Semi-Solid Emulsion, Semi-Solid E" Emulsion. Accounts executive: **Frederic S. Gardner.**

LDSMOBILE, Detroit, through Jerry Fairbanks Productions, Hollywood, readying 18 radio spots, 10 TV film announcements for fall radio-V campaign. Agency: D. P. Brother & Co., Detroit.

HOMAS MARTINDALE & Co., Phila. (food distributor), names Martin gency, Phila., to direct advertising. Will use radio; plans TV spots.

HE NESTLE Co., N. Y., names Cecil & Presbrey, N. Y., to direct lescafe and Nestle's Evaporated Milk advertising.

OLLYWOOD LEGION Stadium, Hollywood, appoints Walter McCreery nc., Beverly Hills, to direct advertising. May use radio or TV in fall.

ARK REGION BAKERIES, Fergus Falls, Minn. (Tender Krust bread, weet goods), names Barney Lavin Inc., Fargo, N.D., to direct advertisng. Plans radio.

ARNATION CO., L. A. (Carnation products, Friskies dog food), July 15 tarts three-weekly, five-minute *Crusader Rabbit* on KNBH (TV) Los ngeles. Plans to extend nationally in fall. Agency: Erwin, Wasey & o., L. A.

HICAGO WESTERN Corp. (Pinafore Chicken) expands TV spots to ight major markets after successful test in Chicago. Plans schedule ntil fall. Agency: Phil Gordon, Chicago.

OUIS MILANI Foods Inc., L. A., names Marketers Inc., L. A., to direct dvertising, effective July 1. Radio, TV planned.

BLATZ BREWING CO., Milwaukee, buys spots in four Texas markets or summer campaign. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

AMERICAN SAFETY RAZOR Corp. and FARMA-CRAFT CORP. Inc. (Heed deodorant) alternate sponsorship *The Sugar Bowl*, musical comedy eries, ABC-TV, effective Oct. 5. Agency: Ruthrauff & Ryan, N. Y.

IONEER APPLIANCE Co. (Northern Calif. distributor Coolerator and oungstown kitchens) appoints Consolidated Adv. Agency, S. F. Will se radio.

ROCTER & GAMBLE uses TV spot for American Family Flakes for rst time with WTMJ-TV Milwaukee series, to continue indefinitely. esults determine spot expansion. Agency: Kastor & Sons, Chicago. roduct now has five-minute daily Cliff Norton show WNBQ (TV) Chiago.

ESERT TREASURES, Palm Springs, Calif. (decorative driftwood ieces), appoints Garfield & Guild, S. F. Will use TV.

Adpeople . . .

JOHN E. SLOANE, manager special advertising and publicity Thomas A. Edison Inc., W. Orange, N. J., named advertising director. LOU SCOTT, Edison sales, appointed sales promotion manager Edison Voicewriter. FRANK PRICE named assistant to advertising director.

J. H. C. GRAY, assistant advertising manager Campbell Soup Co., appointed supervisor of media.

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH "CISCO KID"

SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned . . . demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!

FREDERIC W ZIV COMPANY

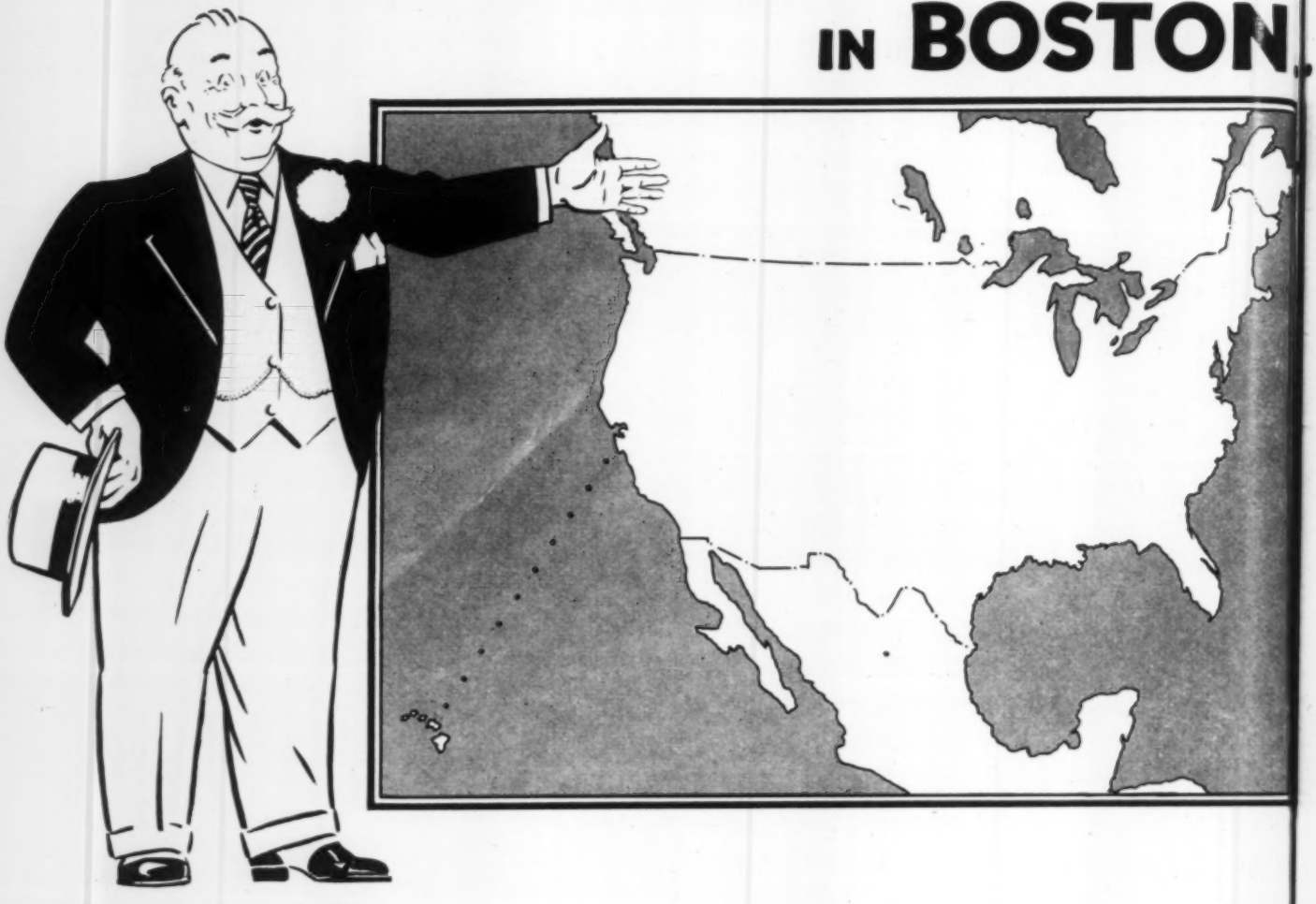
Radio Productions

1529 MADISON ROAD • CINCINNATI 6 OHIO

NEW YORK HOLLYWOOD

How's everything going

IN BOSTON...



We don't know how well you know Boston, or Fargo, or Seattle—or any of the other cities listed at the right. But to *us,* they're the most important places in the world. We know them almost as well as our living rooms. If you have *any* sort of advertising problems, in *any* of those areas, we'd certainly like a chance to be helpful. *Now?*

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since 1932

NEW YORK CHICAGO

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

. . AND FARGO . . . AND SEATTLE?

EAST, SOUTHEAST			
WBZ-WBZA	Boston-Springfield	NBC	50,000
WGR	Buffalo	CBS	5,000
WMCA	New York	IND.	5,000
KYW	Philadelphia	NBC	50,000
KDKA	Pittsburgh	NBC	50,000
WFBL	Syracuse	CBS	5,000
. . . . .			
WCSC	Charleston, S. C.	CBS	5,000
WIS	Columbia, S. C.	NBC	5,000
WGH	Norfolk	ABC	5,000
WPTF	Raleigh	NBC	50,000
WDBJ	Roanoke	CBS	5,000
MIDWEST, SOUTHWEST			
WHO	Des Moines	NBC	50,000
WOC	Davenport	NBC	5,000
WDSM	Duluth-Superior	ABC	5,000*
WDAY	Fargo	NBC	5,000
WOWO	Fort Wayne	ABC	10,000
WISH	Indianapolis	ABC	5,000
KMBC-KFRM	Kansas City	CBS	5,000
WAVE	Louisville	NBC	5,000
WTCN	Minneapolis-St. Paul	ABC	5,000
KFAB	Omaha	CBS	50,000
WMBD	Peoria	CBS	5,000
KSD	St. Louis	NBC	5,000
. . . . .			
KFDM	Beaumont	ABC	5,000
KRIS	Corpus Christi	NBC	1,000
WBAP	Ft. Worth-Dallas	NBC-ABC	50,000
KXYZ	Houston	ABC	5,000
KTSA	San Antonio	CBS	5,000
MOUNTAIN AND WEST			
KOB	Albuquerque	NBC	50,000
KDSH	Boise	CBS	5,000
KVOD	Denver	ABC	5,000
KGMB-KHBC	Honolulu-Hilo	CBS	5,000
KEX	Portland, Ore.	ABC	50,000
KIRO	Seattle	CBS	50,000

*CP

*The Station That's Tuned to You

night and day it's WDOK

*Twenty-four hours a day—seven days a week—Station WDOK is beamed specifically to the tastes and requirements of its tremendous North Eastern Ohio audience—Nearly 2,000,000 people—In the heart of Ohio's richest industrial and commercial area.

Yes, it's our slogan—"The Station That's Tuned to You"—And it's more than that—It's our watchword, our guide based upon facts and thorough analysis.

The population of Greater Cleveland is composed of 53.5% people of foreign birth or the first generation removed.—Nine and one-half hours every week, including the choice period between 7:00 and 8:00 P.M., each day, we broadcast Nationality Programs. Eight different languages are spoken.

Cleveland is a center of culture and fine music.—Eleven hours every week, including two hours each day, we broadcast programs of symphonic music.

At well chosen times in our schedule every day we broadcast News, both international and local—Sports—Women's Features—Children's Shows—And don't miss this:—five of the livest disc jockeys in the business keep the remainder of our schedule literally "hoppin" with popular music and plenty of you-know-what to go with it.

Place your business on W D OK—and watch the "OK" show up on every sales report.

LOW COST COVERAGE WRITE FOR CHOICE AVAILABILITIES

serving Ohio's 1st market 24-hours a day

WDOK Cleveland 1260 kc. 5000 w.

Represented by Everett-McKinney

agency

ELIZABETH B. POWELL, H. B. Humphrey Co., to Geyer, Newell & Ganger, N. Y., as radio-TV timebuyer.

AVERY McBEE, manager N. W. Ayer & Son, Honolulu, appointed vice president Hill & Knowlton Inc., N. Y.

ROBERT STRUBLE, radio-TV director Jordan Co., L. A., to Marketer Inc., L. A., same capacity.

HERBERT FITCH, owner Fitch Adv., Albuquerque, N. M., to Theodore H. Segall Adv., S. F., as account executive.

RALPH FROELICH promoted to production and control manager Grey Adv., N. Y. With firm since 1937.

RICHARD B. HENNE, Morey, Humm & Johnstone Inc., N. Y., to Edwards Advertising, N. Y., as account executive and head new business department.

ESTHER OJALA, timebuyer Doherty, Clifford & Shenfield, N. Y., whos

on all accounts

THE GROWTH of W. B. Doner's Detroit and Chicago offices in the past seven years has brought particular satisfaction to Charles F. Rosen, the agency's executive vice president and radio-TV director.

It is "proof positive" for Charles that his decision to forsake the teaching profession for the more competitive grind of the advertising world was a wise choice.

Since joining the Doner agency in 1943, Charles has seen the organization swell its Detroit personnel rolls to 32 employes and boost its annual billing to over $2 million.

About three-quarters of a million dollars yearly is spent in radio-TV, a fact for which he rightfully can claim a part. Charles helped the agency pioneer in TV, as well as in bulk-buy saturation spot schedules.

CHARLES

Among the accounts in which he has taken a hand in Detroit are Speedway Petroleum Corp., E & B Brewing Co., Faygo Beverages, Everkrisp Potato Chips, Pressel Sausage Co., Federal Department Stores, Big Bear Markets, Glendale Provision Co., Packers Markets, Rose Jewelers, Annis Furs and some 40 others.

These accounts comprise a heavy schedule of spots and time signals on all stations in the Detroit area as well as throughout Michigan and part of Ohio, and 13 TV shows per week.

Born in Cleveland, Ohio, Aug. 5, 1910, Charles' first experience in radio manifested itself in winding coils on Mother's Oats boxes which were the popular models of early crystal sets. He received a B.A. from Ohio State U. in 1932, specializing in English, and followed up with an M.A. in Education the following year—all the time setting his sights on "teaching teachers how to teach English" on the secondary school level.

He implemented this goal with an appointment as head of the English department in a Southern Ohio experimental school.

When he visited Detroit in the mid-'30s, prior to reporting for a teaching position, he took a job for the summer as librarian for Brooke, Smith & French Inc. (Dorrance was added later) where he made his copy debut a short six weeks later. This was the turning point in his career, with adver-

(Continued on page 71)

beat

intentions to join Sullivan, Stauffer, Colwell & Bayles announced fortnight ago [BROADCASTING, June 19], staying with DC&S.

AL MADDEN, CBS, S. F., and **SCOTT JOHNSON**, Foote, Cone & Belding, S. F., to Platt-Forbes Inc., S. F.

JOHN MORE, Foote, Cone & Belding, to Brisacher, Wheeler & Staff, L. A., as copy director.

M. O. JOHNSTON to J. J. Gibbons Ltd., Toronto, as account executive.

LELAND B. BLAIR resigns as vice president-manager S. F. office Buchanan & Co. **RAY RANDALL** named S. F. manager.

CAROLINE W. SPINDT, Young & Rubicam, N. Y., to copy staff Knox Reeves Adv., S. F.

JOHN L. HANSEN, Knollin Adv., S. F., and **JAY Y. TIPTON**, vice president Gillham Adv., Salt Lake City, organize **Hansen-Tipton Agency**, San Carlos, Calif. Offices at 1373 Laurel St.

CHARLES F. LOWE, TV director Erwin, Wasey & Co., L. A., in N. Y. for two-week conferences on fall TV plans.

NORMAN MORK, co-manager Biow Co., S. F., office, named manager.

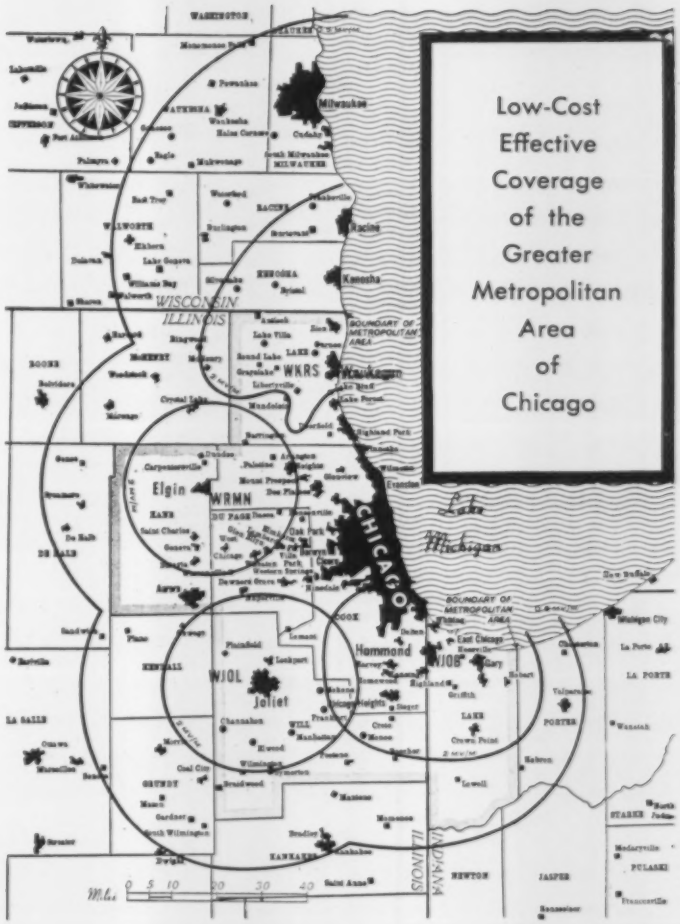
DANCER-FITZGERALD-SAMPLE, N. Y., volunteers as advertising agency for Advertising Council's Savings Bond campaign using network radio.

LOIS HANSEN KRATZNER, Botsford, Constantine & Gardner, S. F., to copy department BBDO, S. F.

CHANGE of address: **Doremus & Co.**, S. F., to 425 Bush St.; telephone Yukon 2-4080. **Lockwood-Shackelford**, S. F., to 369 Pine St.; telephone Yukon 6-5030. **Small & Gautreaux**, Oakland, to 327 21st St. **Woodward & Fris**, Albany, N. Y., to Waldorf Bldg., 24 James St.

RADIO and agency executives meet to discuss a cooperative radio test campaign for Sears, Roebuck & Co. as part of its promotion campaign for the Southern California area. Company used heavy spot and participation schedules to push its Homart automatic electric dishwasher on 12 Los Angeles area stations (KECA KFI KLAC KFVD KMPC KHJ KFAC Los Angeles; KWKW Pasadena; KFOX KGER Long Beach; KIEV Glendale; KOWL Santa Monica). Mapping plans are (l to r): seated, Henry Mayers, president, Mayers Co., Los Angeles agency handling Sears account; William F. Plummer, Sears' division sales manager; Robert J. McAndrews, managing director, Southern California Broadcasters Assn.; standing, Maury Gresham, KLAC radio sales manager, and Stan Spero, KFAC sales representative, both members of SCBA sales promotion committee which handled the account.

chicago PERIMETER broadcasting association



4 Station Coverage Sold in Combination

chicago perimeter broadcasting assn.

185 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your **spot** radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

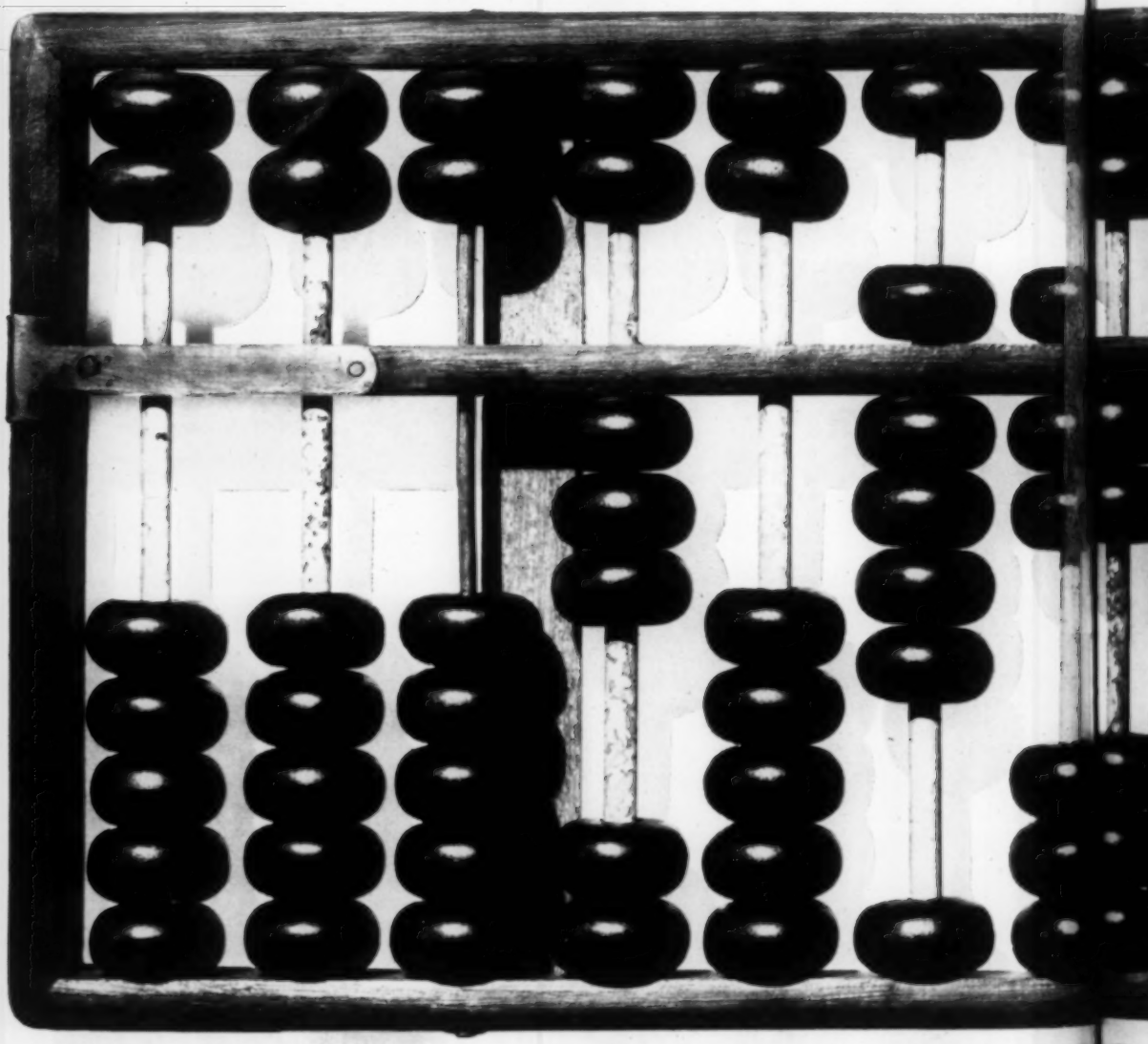
WJOL JOLIET

WJOB HAMMOND

WKRS WAUKEGAN

WRMN ELGIN

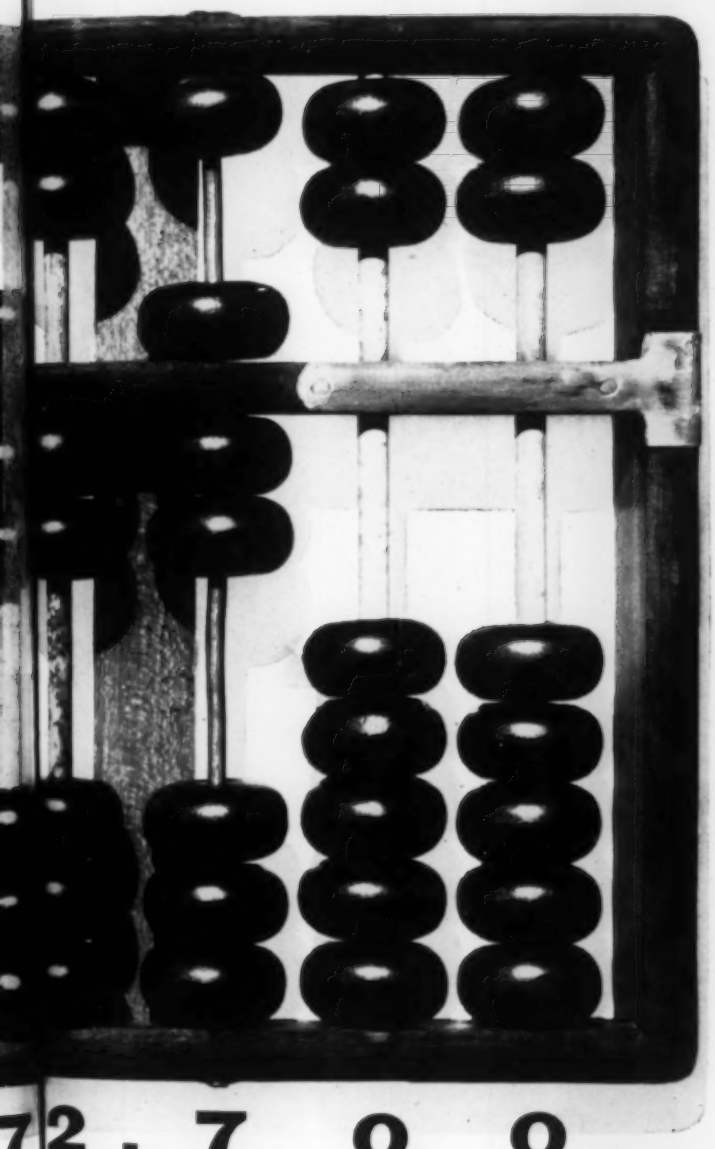
By anybody's



3 0, 9 72

s count . . .

There's been some pretty complicated arithmetic in radio lately. But the 1950 Winter season is over now and all the figures are in. No matter *who* totals them . . . no matter *what* you count . . . two things come clear every time. Radio's clear leadership over all media in reaching people. And the continuing leadership of CBS in all radio.



72,700

COUNT CIRCULATION... CBS reaches 30,972,700* different families weekly . . . biggest circulation in radio. (And far bigger than any other advertising medium.)

COUNT PROGRAM POPULARITY... CBS has broadcast 15 of the 20 most popular programs this year**... more than 3 times as many as the second-place network.

COUNT AVERAGE RATING... CBS has an average nighttime rating of 11.9 . . . 32% higher than the second-place network.**

COUNT HOMES PER DOLLAR... CBS reaches the average of 489 . . . 17% more than the second-place network.***

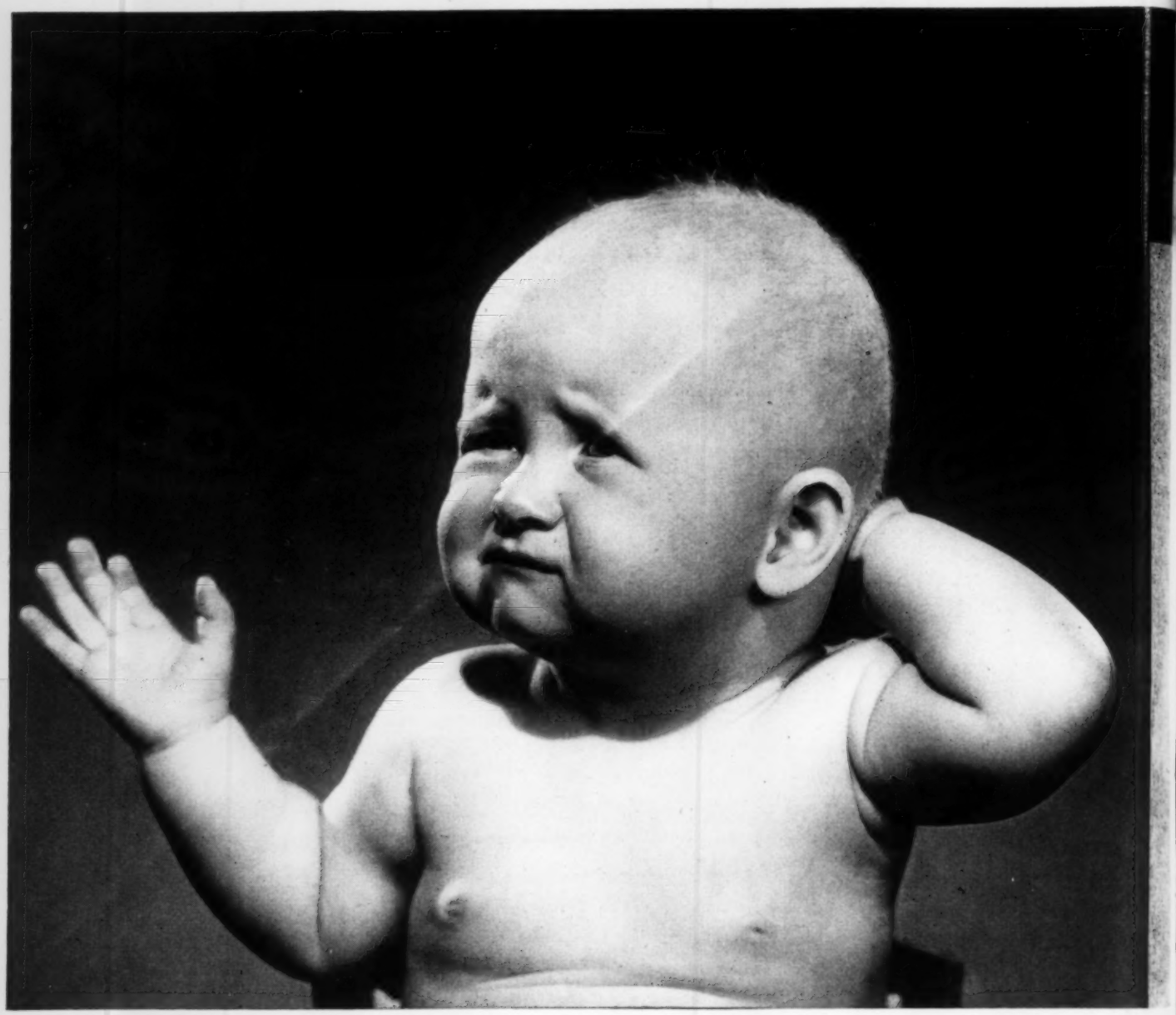
COUNT TOTAL BILLING... CBS advertisers increased their investment to $23,911,229**** . . . giving CBS the only 1950 network gain . . . 8% higher billings than the second-place network.

This is CBS in 1950

—the greatest single advertising opportunity of them all . . . and you can count on that.

*NRI, February-March, 1950
**NRI, January-April, 1950
***Time *and* talent night—January-March, 1950
****PIB, January-April, 1950

XUM



"What was wrong with that singing commercial?"

Nothing! But not enough people heard it.

Now, had you put it on W-I-T-H it could have been number ONE on the "Dollar Parade." Because W-I-T-H gives you more listeners-per-dollar than any other radio station in Baltimore.

That means low-cost results. And that means a small budget will do big things for you in this rich market.

Why not get the whole story? Call in your Headley-Reed man today!

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BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 26 WASHINGTON, D. C., JUNE 26, 1950 $7.00 A YEAR—25c A COPY

RADIO-TV FUSION NOW . . . . . AN EDITORIAL

RADIO (and we mean the mass media that use the air) is at the pinnacle of its development. No other art means more to John Q. Public. Radio, first without pictures, and now with, has changed our mode of living. It has shrunk the world within earshot of everybody, everywhere. Eye-shot is upcoming.

Any art, pursuit or industry, when it becomes formidable, invites trouble. The more important the medium, the more vexatious its problems.

Take the NAB. It is shot through with discord. The Radio Mfrs. Assn. (now the Radio-Television Mfrs. Assn.) is in the throes of a reorganization. Both are radio and TV from ground to antenna. Till now, they have gone their separate ways.

The discord within the NAB stems from differences among its classes of membership. They are different in size, scope and interest. The same holds, we would judge, within the RTMA, now in quest of a paid executive of commanding stature.

These differences, however, are residual. They are collateral to the main issue—so unique that it does not exist in any other field.

That issue is: Government versus private operation. Call it the American Plan, or Freedom of Radio, or our heritage under the First Amendment. Describe it as you wish.

There's nothing in-between. It is the one precept upon which all in radio and TV and those allied with these mass radio media must agree. Say it again: Government ownership (which obtains on all continents except our own) versus private ownership. Broadcaster, telecaster, advertiser, agency, manufacturer, component-maker, station representative, program builder, transcriber, all have their stake in the American system.

The broadcaster and telecaster are in the same regulatory boat. They use the same spectrum and transmit by electromagnetic waves. They are licensed by the same Governmental agency. They are regulated by the same statute. They sprang from the same audion tube.

The manufacturer is on the other end of the line. Everything that concerns the broadcaster inevitably concerns him. The programs transmitted create the market for his goods. The sets sold create the circulation for the broadcaster and the telecaster. The receiver is a miniature of the transmitter—it is a lock and key relationship. The FCC sets the standards for transmitters. It automatically establishes, but does not specify, the kind of circuitry that must be responsive to transmitting standards.

It is apparent that these media have outgrown their association breeches. They are kindred souls that should be travelling in the same direction. They are dissipating brains, energy, time and money.

The time is here to unite all radio and TV forces under a single banner. Call it the National Congress of Broadcasters, Telecasters and Manufacturers. Or the Congress of Radio-TV Arts, or United Radio and Television Arts.

The need is for a single fused organization. There should be a single spokesman. There is no bigger job in the nation, short of the Presidency of the United States and his top command. He would have one job—to preserve the American System. He and his staff would be charged with policy, legislative and regulatory relations and public relations.

Under this super-command, responsible to a board representing all segments of the radio-TV arts, would be functional divisions, each with its own director and staff. Services would be on a pay-as-they-use basis. Prerequisite, however, would be membership in the over-all "Congress" which thereby would derive its support from nominal dues from all classes of membership.

Such a structure could be the answer to the problems of the mass radio media for the foreseeable future. It would combine forces on the one precept upon which all must agree —preservation of the American Plan. It would enable the radio-TV arts to retain that outstanding personage who would see in such a structure the opportunity to provide for his nation and for a troubled world a service in the sphere that possesses greatest influence short of Government itself.

The alternative is propagation of a rash of special interest organizations. Several already exist. Others are being proposed.

Let these special interests be served, but under the aegis of an all-inclusive organization. Let those broadcasters and telecasters interested in the Broadcast Advertising Bureau pay their way, but also their tithing to the "Congress" and their allegiance to the American Plan. Let the RTMA carry on its separate functions. The representatives and the transcribers could create units to satisfy their requirements. Each segment would get precisely what it supports.

This transcends the Federal or Washington level. State broadcaster and distributor-dealer organizations would have a common meeting ground. They could coordinate their battles against local ordinances and restrictions. Through team-work there would be more business for both.

The NAB board worked diligently last week, but found itself battling windmills. The RMA board met three weeks ago and failed to resolve its problems. The Television Broadcasters Assn., at best, is betwixt and between. Two of the major networks are outside the NAB fold.

The plan should be pursued promptly. The leadership that reposes in radio and television and manufacturing should get together.

Shall we have fusion now or continued confusion?

NAB BOARD

Cuts Budget, Changes Structure, Endorses Management

By J. FRANK BEATTY

NAB's new management emerged from last week's board meeting with a sliced budget and a vote of confidence in a program designed to improve service and build up the membership.

The board accompanied its reorganization actions with a sharp attack upon the FCC for "undue interference" with stations and censorship of programs.

In a Tuesday through Thursday meeting at Washington headquarters the board also:

● Reaffirmed its desire to separate Broadcast Advertising Bureau, with next April as target date.

● Adopted a media-committee system (AM, FM, TV) to replace the present advisory groups, as proposed by General Manager William B. Ryan.

● Reached understanding with President Justin Miller on direction of headquarters operations.

● Endorsed negotiations with ASCAP for TV per program formula.

● Ordered poll of members on site for next convention and membership polls on all vital issues.

● Referred TV code plans to committee for study.

● Elected Paul W. Morency, WTIC Hartford, and John H. DeWitt Jr., WSM Nashville, as directors (story page 20).

While BAB comes within the scope of the across-the-board trimming of costs, its operation will not be affected by reduction of the overall association budget from the $798,000 voted at Chandler, Ariz., in February to $706,000.

Most popular of the NAB services among members, BAB still comprises roughly 25% of the total budget, or about $168,000. Originally BAB had been granted about $200,000 a year. However it did not set up a Chicago office, as once planned, and it has turned over to the NAB treasury substantial income from sale of services.

Maurice B. Mitchell, BAB director, told the board he had carried out practically all projects conceived last year at BAB's start.

In adopting a BAB resolution the board selected a committee of five to work with NAB management in planning separation by next April 1, or as soon thereafter as possible. The committee, headed by Robert D. Swezey, WDSU-TV New Orleans, is to consider details of financing BAB separately along with effect of separation on the NAB dues structure and related problems. BAB must ultimately be

(Continued on page 20)

GET-ACQUAINTED clinic last Monday at NAB for new board members, with General Manager William B. Ryan at easel. Seated (l to r): President Justin Miller; George J. Higgins, WISH Indianapolis; John Esau, KTUL Tulsa; Ben Strouse, WWDC Washington; William B. Fay, WHAM Rochester; Patt McDonald, WHHM Memphis. Standing, Harold Essex, WSJS Winston-Salem; Jack Todd, KAKE Wichita; Harold Wheelahan, WSMB New Orleans; William C. Grove, KFBC Cheyenne, Wyo.

NAB Board

(Continued from page 19)

separated, the board decided, to achieve "its full function and potential."

Other members of the board's BAB committee are: Charles C. Caley, WMBD Peoria, Ill.; William B. Quarton, WMT Cedar Rapids, Iowa; Allen M. Woodall, WDAK Columbus, Ga., and Edgar Kobak, WTWA Thomson, Ga.

The committee plans to start work soon on the separation project, with the first meeting scheduled the third week in July in Washington.

Reorganization of NAB's structure and cutting of the budget are based on recommendations submitted by Mr. Ryan, new general manager, after a two-month study of the headquarters operation. Mr. Ryan already has effected many changes in the management, shaving the fat off here and there as well as streamlining functions to improve efficiency.

His three-committee plan, he contended, will give a media perspective to the association since the AM, FM and TV groups will be interested in their respective segments of the industry. The board accepted this package in toto.

Details of an ambitious drive to sell association services to nonmembers and reaffirm faith of members in the functioning were being worked out Friday by the board's membership committee.

Sales Pitch

The board previewed a sales presentation in which details of each NAB service were described. B. Walter Huffington, NAB station relations director, is to go into the field next month on a membership drive. He will use the sales presentation as a basic argument. Board members spoke enthusiastically of the presentation, and some described it as one of the best industry sales devices they had seen. Ten new members were admitted.

The board took its foray into FCC encroachment on station rights by adopting a resolution criticizing Commission proceedings involving the G. A. Richards stations (see text page 51), contending this and others of the type interfere with the right of free speech and violate fundamental protection granted stations by Congress.

The resolution held broadcasters should act to defend themselves against such "usurpations of power by the Commission" and specified that NAB take steps to prevent "any derogation of broadcasters rights." The topic was designed for further action at future board meetings.

Operation of the association under the two-month-old Miller-Ryan regime drew unanimous approval of the board, with directors individually predicting the association would attain new efficiency and economy.

A resolution of commendation for the management and staff, introduced by Mr. Kobak, was adopted unanimously. It follows:

Be it resolved that the board has been impressed with the reports and plans developed by the management of NAB and recognizes that great progress has been made; that the better equipped and organized to do board is convinced that the staff is the job needed and hereby gives its wholehearted endorsement to the management and staff and pledges to them its cooperation both as individuals and as a board.

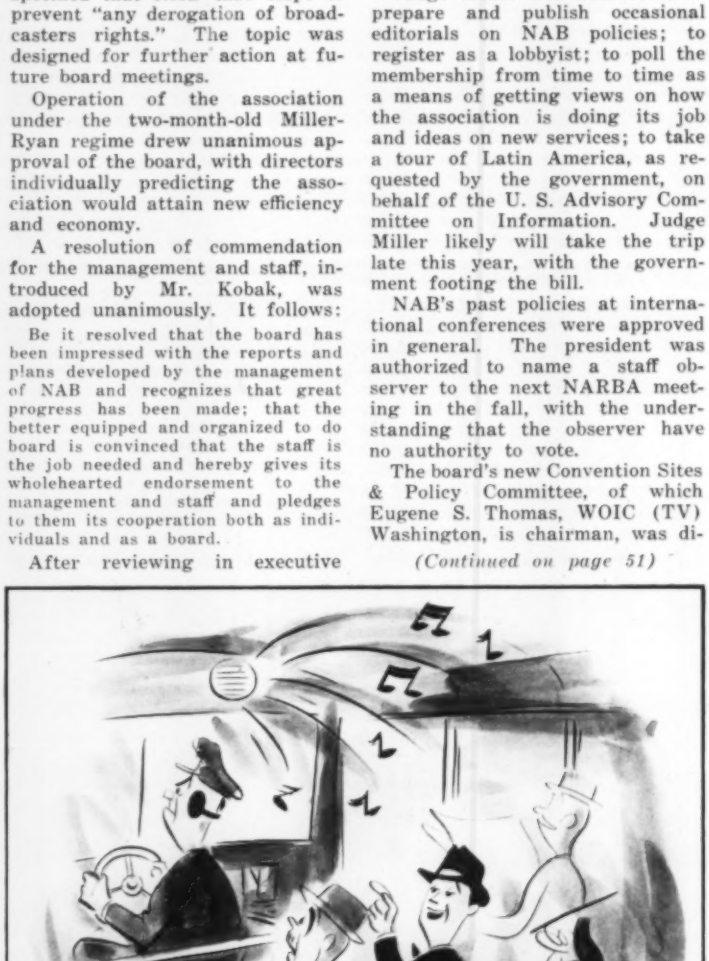
After reviewing in executive session criticism of the NAB headquarters operation, based on views of individual members and directors, the board acted off-the-record to clear up any misunderstanding of management's responsibility.

Judge Miller was authorized to prepare and publish occasional editorials on NAB policies; to register as a lobbyist; to poll the membership from time to time as a means of getting views on how the association is doing its job and ideas on new services; to take a tour of Latin America, as requested by the government, on behalf of the U. S. Advisory Committee on Information. Judge Miller likely will take the trip late this year, with the government footing the bill.

NAB's past policies at international conferences were approved in general. The president was authorized to name a staff observer to the next NARBA meeting in the fall, with the understanding that the observer have no authority to vote.

The board's new Convention Sites & Policy Committee, of which Eugene S. Thomas, WOIC (TV) Washington, is chairman, was di-

(Continued on page 51)



Drawn for BROADCASTING by Sid Hix

"He refuses to be a captive listener!"

NAB BOARD

Elects Morency, DeWitt

TWO new directors were elected last Tuesday by the NAB board—Paul W. Morency, vice president and general manager of WTIC Hartford, and John H. DeWitt Jr., president of WSM Nashville. Their terms expire in the spring of 1951.

Mr. Morency, who has served many terms on the board, succeeds Harold E. Fellows, WEEI Boston,

Mr. DeWitt

Mr. Morency

as District 1 director. Mr. Fellows resigned when CBS withdrew from the association, WEEI being a CBS-owned outlet.

Mr. DeWitt takes the post vacated by William B. Ryan, who had been elected director-at-large for large stations last February but had resigned from KFI Los Angeles when elected NAB general manager.

Mr. Morency was one of the original incorporators of NAB in 1923 and in 1927 was manager of field service for NAB in New York. He became WTIC general manager in 1929. He served on the NAB board from 1939 to 1949 and has been on boards of BMI and Advertising Council. In addition he is a three-term chairman of the NBC Stations Planning & Advisory Committee.

During the war Mr. DeWitt, a colonel in the Signal Corps, achieved worldwide fame when he bounced radar signals off the moon. He entered radio in 1919 and built his first broadcast station in 1922. Since 1929 he has been at WSM. In 1943 he was expert consultant to the Office of the Chief Signal Officer, U. S. Army. He is a senior member of IRE, member of American Physical Society, president of Nashville Engineering Assn. and has long been active in NAB engineering affairs.

Neither of the new directors was able to attend last week's NAB board meeting. Gilmore N. Nunn, WLAP Lexington, Ky., for District 7, and James D. Shouse, WLW Cincinnati, large station director-at-large, also were excused.

FREE RADIO, OR NOT?

Ky. Group Warned

GROWING efforts to take away radio's freedom, with FCC near the top of the list of offenders, were pointed out to the Kentucky Broadcasters Assn. by Robert T. Mason, president of WMRN Marion, Ohio, at the association's Thursday-Friday meeting in Louisville.

Ralph W. Hardy, NAB government affairs director, called for support of NAB as a means of preserving the American system of free radio. Mr. Mason spoke on the opening day, with Mr. Hardy appearing Friday.

As long as there is a "politically constituted" public agency with power to license radio stations, broadcasting will not attain complete freedom, Mr. Mason said.

"This matter of encroaching power of the FCC on the free operation of radio is one which will not be settled soon, I fear," he declared. "It is evident in the temporary licensing of many stations during periods when stations operation are being checked."

"If the FCC, through its famous Blue Book can condemn successful radio operation as being over commercialized, what must be its appraisal of a radio station operated by a university, a farm bureau, a labor union or a religious sect?" he asked. "Just because no cash crosses the desk, that does not reduce the effectiveness of propaganda which is the main reason for such a station's existence."

Cites Veiled Threat

Mr. Mason observed that "people never criticize radio without including the veiled threat that there is a mighty government bureau which is waiting to crack down and take radio away from the American people as served by free and independent broadcasters. How many times have you had veiled threats of appealing to the FCC thrown into your face when you are asked to do something for nothing for a group which may not deserve such assistance?", he asked the broadcasters.

He noted that some of these threats which have been made by the Government against radio broadcasters during the past 10 years "read a little ridiculously at the moment."

"You'll remember that at one time the Commission had issued a ukase against ownership of radio broadcasting stations by newspapers. Then we had the famous divorcement of station ownership in the duopoly case and later forced sale of properties involving overlapping service areas. Of course, much seems to have been forgiven and newspapers again are becoming licensees of new grants."

He charged that broadcasters are guilty of underselling their business and lack confidence to fight to gain for radio its proper respect and appreciation.

Mr. Mason declared there is no justification for criticism of the high cost of radio advertising.

"It was mass advertising that sold Sunkist oranges, with an estimated maximum advertising cost of about ⅓ cent per dozen," he recalled. "Bordens, today using about 90 stations, in addition to other media, has added 7/100 cent to the retail price of a quart of milk in its overall advertising cost. Campbell's Soup advertising cost is 36/1000 of a cent per can— and one of the most expensive and consistent advertisers of all, Coca-Cola, stands less than 16/1000 of a cent per bottle for all advertising."

Warning of the dangers that can befall an unorganized or partly organized industry, Mr. Hardy recalled that some 2,000 national and regional associations have 1,000,000 business firms as members and they pay $100 million in annual dues. Their common basic aim is to see that business is given due hearing before law-making and law-interpreting bodies, he said, adding that broadcasters have more critical legislative problems than any other industry.

"I do not need any prophetic mantle to tell you broadcasters straight from the shoulder," Mr. Hardy said, "that to the precise degree we become divided into special interest camps evacuating the areas of united industry action on our common problems, we shall so fall easy prey to our adversaries."

Members' Burden

Each of NAB's 1,000-plus members "walks with one man on his back," he said, "for every broadcaster who is a member of NAB there is one who is not." He explained that dues range from 50 cents a day to $7,500 a year, with stations paying "insurance costs" on the basis of the value of property that is protected.

Mr. Hardy reviewed in detail the work of all the NAB departments and the top-level officers and explained how stations have, in effect, their own representative in the halls of Congress and government.

Referring to recent member defections and budget problems, he said, "NAB's cloth can be cut to suit the pocketbook, but we cannot trim an industrywide membership to scarecrow proportions without making everyone smile but the birds.

"NAB is a democratic institution. Its policies are set by its membership acting through elected district directors. If you would to change the course of the ship, get aboard and get your hold on the tiller. Don't shout directions from the shore. . . .

"These broadcasters have looked into stern reality long enough to know that this is the one sound means of guaranteeing that they and those who will one day succeed them will have the opportunity of sharing the bounty, the privileges and the responsibilities that are uncommonly great in our concept of broadcasting."

Referring again to NAB's government relations, Mr. Hardy reminded that "not one piece of adverse legislation has been adopted by Congress in five years."

It's hard to tell which of the personages involved in this picture-taking is more amused—CBS' radio and television star, Arthur Godfrey, his famed Arab stallion "Sunsan," or the photographer. Votes probably would elect the latter because it's a professional photographic attempt by CBS President Frank Stanton. Scene is Mr. Godfrey's Virginia farm home.

KCBS POWER BID

FCC Reinstates Request

BID OF KCBS San Jose-San Francisco for boost to 50 kw, on its assigned channel of 740 kc, was reinstated by FCC last week to reactivate the station's 10-year effort to acquire the improved facilities. Outlet is now owned by CBS.

Action on the application was withheld, however, pending final determination of the Commission's initial decision, announced simultaneously, to deny the request of Pacifica Foundation, Richmond, Calif., for a new station on 710 kc with 1 kw daytime. FCC said it had found the applicant financially unqualified to construct and operate the proposed outlet.

KCBS (formerly KQW) first filed in 1940 for permission to increase power from 5 kw to 50 kw, operating fulltime on 740 kc. In 1941 the bid was granted but subsequently was set aside on opposition of KSFO San Francisco which sought to change from 5 kw day, 1 kw night on 560 kc to 50 kw fulltime on 740 kc directional. A consolidated hearing was held in 1943 and both applications were denied because of the wartime freeze on construction.

In early 1946 the bids were reinstated and further hearings held. Subsequently the stations agreed to switch frequencies and in 1948 the Commission granted the changes. KSFO, licensed to Associated Broadcasters Inc. which also owns KPIX (TV) there, then decided to drop the plan and devote more time to television, with FCC ultimately denying both stations an extension of time to complete the switch [BROADCASTING, Feb. 6]. Way was left open, however, for KCBS to petition for reinstatement of its original application.

ECA Italian Shows Out

FIRST of a series of Italian documentary programs produced by the Rome radio unit of ECA has been distributed to several U. S. Italian-language stations by WOV New York in cooperation with ECA. Stations receiving the first program are WSBC Chicago, WJMJ Philadelphia, WNHC New Haven, WHOD Homestead, Pa., and WJLB Detroit. Other stations may request the series from John Secondari, radio unit of the ECA mission to Italy, Rome.

NETWORK TIME SALES

May Gross Off 2.9%

GROSS TIME SALES of the four nationwide radio networks during May totaled $16,584,126, a drop of 2.9% from the $17,073,877 gross for May 1949, according to figures compiled by Publishers Information Bureau.

For the January-May period, the combined network gross time sales totaled $81,836,829, PIB reported, a decrease of 4.2% from the gross of $85,359,878 for the first five months of 1949.

CBS was top network in time billings, both for May and for the first five months of this year, PIB figures show. This network also is the only one to show increased time sales over the month and five-month period of last year. Network-by-network breakdown follows:

* * *

	May 1950	May 1949	5 Mos. 1950	5 Mos. 1949
ABC	$ 3,267,448	4,030,969	16,606,542	20,077,177
CBS	6,320,910	5,596,952	30,232,139	28,204,401
MBS	1,356,580	1,788,790	7,289,006	8,875,394
NBC	5,639,188	5,657,166	27,709,142	28,202,906
TOTAL	16,584,126	17,073,877	81,836,829	85,359,878

TALENT TREND

Toward Package Buys, Long-Term

DESPITE apparent quiet on the NBC-CBS battle line for talent, networks are continuing their maneuvers to recapture, hold and/or acquire valuable properties. ABC as a protective move has joined in the play.

With offers including TV as well as radio, stategy taken is to "buy" packaged shows on long term deals and sign talent to similar exclusive security or tax protection contracts.

Having outbid CBS for Groucho Marx and Bob Hope, NBC is continuing to place pressure on Edgar Bergen and Red Skelton to return to its fold upon completion of present commitments. Both have a year to go. Mr. Skelton's MGM contract forbids video. Should he succeed in negotiating a new deal with the film studio, it would include TV as well as radio. Mr. Bergen is committed to CBS for both radio and video. Coca-Cola will continue to sponsor him on radio for another season starting in fall. His TV activities are exploratory only, as of now.

Although nothing has come of an NBC invitation to Jack Benny to return to that network for TV, the offer still holds. Mr. Benny has two years to go on CBS under sponsorship of American Tobacco Co. When he sold Amusement Enterprises to CBS on a capital gains deal, Mr. Benny himself was not included. Therefore he is a free agent, as far as TV is concerned and thus can make a deal with NBC if he so desires. Consensus is that he will stay with CBS because of the many ramifications involved in such a move.

Negotiations Continue

Negotiations continue between Jimmy Durante and NBC for his exclusive radio-TV services. No word has come through as yet on whether Dinah Shore will return to NBC or remain with CBS.

Pitch to Lever Bros. by NBC to shift the $20,000 per week *Lux Radio Theatre* from CBS has been stalemated, at least for the time being. NBC included a *Lux TV Theatre* with choice time in its offer, according to reports.

CBS and NBC have both talked to Frank Sinatra about a combination deal. Besides radio, he also wants TV on a long term contract and is reported as having a sponsor already set should a satisfactory agreement be worked out with either network.

A victory was chalked up by CBS with the shift from NBC of Ralph Edwards' *Truth or Consequences* starting in early September for both radio and video under sponsorship of Philip Morris & Co. [BROADCASTING, June 19]. Mr. Edwards had been on NBC for 10 years with Procter & Gamble Co. (Duz) as sponsor. When the latter decided to drop the radio version, wanting that program for TV only, Mr. Edwards signed with the cigarette firm on a combination deal. Switch-over involves more than $1 million a year, Mr. Edwards reported.

A CBS feature for years, Kate Smith signed with NBC for a five year exclusive television contract for a five weekly, 60-minute afternoon "at home" type program starting in September. Discussions also included radio, but Miss Smith has other commitments which precluded such immediate NBC plans. Besides *Kate Smith Speaks* on MBS, she also has a 60-minute Friday night program on WOR New York. Ransom Sherman comedian, is another to be signed by NBC for TV on a five year contract [BROADCASTING, June 19].

ABC made its first surprise move fortnight ago by signing Don McNeill and his *Breakfast Club* to a long term contract, reported as 20 years. This was followed by acquiring *Screen Guild Theatre*, formerly sponsored on NBC by R. J. Reynolds Tobacco Co. (Camel cigarettes) as a half hour show. Come fall, the program expands to 60 minutes, with ABC reporting several national advertisers interested in sponsoring. Simultaneously, ABC acquired another package, *Inner Sanctum* for TV as well as radio.

Seeking Other Packages

ABC has let it be known that at least half a dozen other important packages and talent are being negotiated for with deals expected to be closed before start of the fall season.

Lucille Ball, film actress, starred in *My Favorite Husband* on CBS by General Foods Corp. (Jello), in addition is being considered by that sponsor for an NBC-TV show. With *My Favorite Husband* a CBS package, a new TV program would have to be developed by Young & Rubicam Inc., agency servicing the account.

AUDIENCE BOUT

NBC and CBS Square Off In New Round

NBC AND CBS exchanged another round of statistical salvos last week in their continuing battle for undisputed audience supremacy. As in earlier rounds, each of the two networks cited figures from an unbiased, reliable source to uphold its position. Also, as usual, each network quoted a different authority.

BMB's compilation of network audience data from its second nationwide survey, conducted in the spring of 1949, was released by NBC, which pointed out that these figures give NBC a weekly margin of more than 1.5 million homes daytime and more than 2.5 million homes at night over CBS, which is delicately identified by NBC "the second network."

Nielsen figures for once-a-week listening during February and March 1950 were quoted by CBS, noting that these data, which "use the same once-a-week BMB-concept" for measuring total network circulation, "bring up to date" the results of last year's BMB study. This Nielsen report showed CBS leading NBC, referred to as "the second-place network," by more than 1.5 million families in the daytime and by 895,000 families at night.

The CBS-NBC argument was described as "more than slightly nonsensical" by a leading broadcast researcher who declined to be quoted directly. "Everybody admits that both NBC and CBS can provide nationwide coverage that is virtually complete," he said, "so what's all the shouting about?" He added that while the once-a-week concept is the same in both studies, there may be some question as to the direct comparability of the BMB figures which were tabulated from ballots returned by 315,000 families and the Nielsen figures which are projected from a sample of some 1,600 homes.

The Nielsen circulation figures for all four networks as of February-March 1950, approximately a year later than the BMB figures, were reported by CBS as follows:

DAYTIME	
CBS	30,443,600
2d Network	28,774,900
3rd Network	26,007,300
4th Network	26,048,000
NIGHTTIME	
CBS	30,972,700
2d Network	30,077,300
3d Network	26,007,300
4th Network	23,972,300

The following table shows the BMB figures which were tabulated data as released by NBC. BMB does not plan to issue any report on the network compilations, according to Kenneth Baker, acting president. Only three networks are shown in the figures as Mutual was not a subscriber to the second BMB survey.

Network	Total Weekly Audience	% of 1949 U.S. Radio Families	6 or 7 Days (or Nights) a Wk. Audience	% of 1949 U.S. Radio Families
DAYTIME				
NBC	30,771,450	78.3	18,506,130	47.1
B	29,169,880	74.3	16,717,170	42.6
C	25,552,520	65.1	12,770,710	32.5
NIGHTTIME				
NBC	32,772,490	83.4	16,635,600	42.3
B	30,245,860	77.0	14,915,840	38.0
C	24,893,720	63.4	9,468,640	24.1

ACKERMAN NAMED

Heads CBS Production

HARRY S. ACKERMAN, CBS director of network programs, Hollywood, last week was named executive head of production for the network.

Mr. Ackerman

Mr. Ackerman, who was signed to a long-term contract, will continue to maintain his headquarters in Hollywood, working directly with Hubbell Robinson Jr., vice president in charge of network programs.

He joined the network in 1948 as executive producer, after resigning as vice president in charge of radio program operations for Young & Rubicam Inc., New York.

GILLETTE BUYS

All-Star Game on Radio, TV

GILLETTE Safety Razor Co. will sponsor the broadcast of the 17th annual All-Star baseball game on MBS and the telecast of the game on NBC-TV as well as on four Mutual stockholder stations.

The telecast will be aired over 32 NBC-TV stations, including those in New York, Chicago, Washington and Boston where Mutual stockholder stations — WOR-TV, WGN-TV, WOIC (TV) and WNAC-TV respectively—also will carry the game. Game will be aired July 11 beginning at 2:15 p.m. Maxon Inc., New York, is the agency.

Doughnut Drive

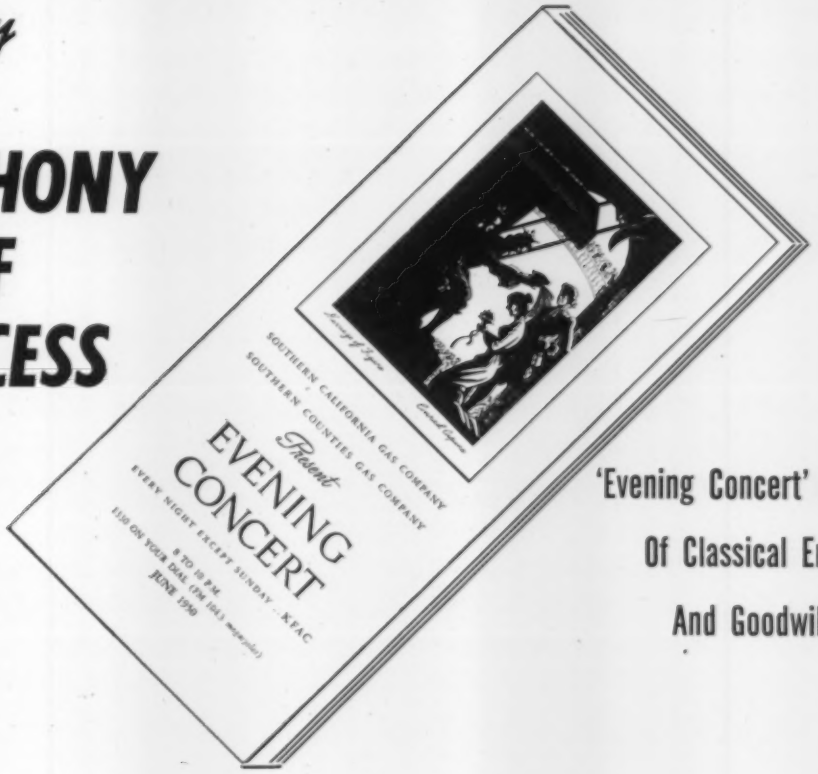
THE DOUGHNUT Corp. of America and the Bakers of America as part of a $1½ million advertising campaign will send a kit containing radio spots, newspaper mats, etc., to bakers, grocers and food distributors to promote an all-out doughnut drive in October. Although national advertising will use magazines only, it was understood that more than 50 bakeries throughout the country are planning to use television on a local level.

World Adds

WORLD BROADCASTING System Inc., New York, announced last week addition of 16 stations and renewals by 68 stations, contracting for its library service facilities.

A Public Utility

SYMPHONY OF SUCCESS



'Evening Concert' Marks a Decade Of Classical Entertainment And Goodwill Building

By JOHN S. SPAULDING

ADVERTISING MANAGER SOUTHERN CALIF. AND SOUTHERN COUNTIES GAS Co.'s LOS ANGELES

WHEN the six-weekly *Evening Concert* goes on the air over KFAC Los Angeles on Oct. 2 at exactly 8 p.m., this 3,133d broadcast under sponsorship of the Southern California and Southern Counties Gas Co.'s will mark the beginning of the second decade of this radio phenomenon.

Since October 1940, when these broadcasts were inaugurated, hundreds of thousands of radio listeners in the Los Angeles area have been tuning in on KFAC every night except Sunday to listen to two hours of classical recorded music. And "hundreds of thousands" is no exaggeration. Recent survey shows that in every two-week period more than 625,000 *different* listeners tuned in to the "gas company program."

Mr. Spaulding

At the beginning of *Evening Concert* there were fears that a program made up exclusively of the "heavy classics" would not succeed. Others had been tried in Southern California before, few had survived.

But 10 years' experience has more than resolved the doubts and also has revealed one rather startling fact: The heavier the music, the bigger and more loyal the audience. The famous Three B's of music will outpull Offenbach, Weber or Victor Herbert. Any attempt to introduce dinner-type classics is met with instant protest from a very articulate audience.

This program, which covers over 67% geographically of the gas companies' nearly 1,400,000 customers, has accumulated fan mail in tens of thousands over the years. These letters are revealing in their commendation and criticism as well as their exuberance.

The *Evening Concert* has loyal listeners among people from bobby soxers to octogenarians, football players to "long hairs."

It forms the basis of the musical curriculum of the county and several Los Angeles city school systems. Because of its wide listening audience the program has become an important vehicle in the support of community musical activities such as Southern California Symphony Assn., Hollywood Bowl concerts and various seasonal opera organizations. Banks, factories, and many other private businesses distribute the monthly printed program to their personnel.

The entire program for each month is printed in advance and reaches a press run of nearly 50,000 per month. Copies are distributed at all gas company offices to the normal floor traffic, as well as at several of the department store music departments of the city.

There is no known formula to music that will please all musical tastes all of the time, but we have tried at least to please all music tastes some of the time. Most important part of the activity is the programming.

While each of the first five nights is basically symphonic in character, featured soloists are included for a change of pace and usually follow this pattern: Piano or piano concertos on Monday; violin on Tuesday; a number of vocal selections on Wednesday; Thursday may be wholly instrumental; Friday may carry the special feature concert devoted either to one famous conductor, or ballet music, or new recordings, or a feature such as the "Golden Age of Opera"—which includes the famous recordings of Caruso, Melba, Tetrazzini and others; Saturday nights are uniformly devoted to the broadcast of complete operas.

Commercial announcements are limited to three in the two-hour broadcast and average about 25 seconds. They are general in character and promote benefits of gas service rather than straight merchandising.

Mr. Cassidy

The *Evening Concert* is not a "talk" program. It carries no comment relative to the conductor, the orchestra or the intentions of the composer. This general absence of talk is a greatly appreciated element in the *Concert's* make-up.

Contrary to the speculations of many who contended that such musical fare in such quantity would reduce recording sales, the opposite has been the case. With an opportunity to audition recordings in the home in this manner, it is apparent from record stores' own testimony that the *Evening Concert* is the greatest single influence in the sale of classical records.

It is believed that this formula would prove successful for any advertiser who can secure the best hours of the day for the family and who will keep the general level of the music high. But above all we have found that the dependability of the program released on six-time frequency makes such listening fare habit-forming. The habit is profitable.

Tom Cassidy currently is announcer and programmer of *Evening Concert.*

A GIANT billboard on the side of the gas company's Los Angeles office reminds passersby of the *Evening Concert.*

RACING DATA

Congressional Concern Mounts

CONGRESSIONAL concern over the broadcasting of horse-race information and its possible use by gambling interests was evidenced last Thursday in initial public hearings held by the Kefauver Crime Investigating Committee.

Sen. Lester C. Hunt (D-Wyo.) asked FCC Chairman Wayne Coy, one of the principal witnesses, for a list of sponsors of such programs in Washington, D. C., and "how much they pay for time." Mr. Coy said it would "take a while to get" but promised to comply as soon as the data can be compiled.

FCC currently is surveying selected broadcasters and telecasters on their policies and procedures in broadcasting horse-race information [BROADCASTING, May 1]. The Commission reportedly is seeking names of sponsors of such programs, rates charged, degree of cooperation with state and local law-enforcement officers, time segments devoted to such programs, types of information aired, and other details.

Chairman Coy, lead-off witness in the hearings, read a prepared statement to the committee, headed by Sen. Estes Kefauver (D-Tenn.), which is probing the overall crime picture, including use of communications facilities, which was authorized under his own proposal (S Res 202).

Anti-Trust Violations

Attending the session, in addition to Chairman Kefauver and Sen. Hunt, was Sen. Alexander Wiley (R-Wis.). Sens. Charles Tobey (R-N. H.) and Herbert R. O'Conor (D-Md.) were absent.

In his statement, which reviewed the use of telephone and telegraph facilities in connection with local and state gambling activities, Chairman Coy suggested "the possibility that there are criminal violations of the anti-trust involved here."

He said there is a "strong probability" that Continental Press Service exercises an "effective monopoly" in the racing news facility field and felt the Justice Dept. might better advise the committee as to "possible violations."

With respect to an approach to transmission or such data, Chairman Coy told the committee that FCC's plan, which he had presented to the Senate Interstate Commerce Committee, would be simply to forbid transmission of all "gambling information on which bookmakers feed."

Sen. Wiley remarked, "You can see races telecast here in Washington," and asked what could be done about radio stations who announce that a race will be held "at 2 p. m." and whether such action could be curbed.

Mr. Coy replied: "No, I don't think you can and I don't think you should," and noted the Commission's suggestion for a flat ban on transmission of data on bets, odds, and prices paid. Under such an arrangement, he added, television would not be permitted to show pari-mutuel boards at race tracks.

Asked by Sen. Kefauver whether enforcement of anti-trust provisions rested within FCC, with respect to possible monopolistic practices by Continental Press Service, Mr. Coy observed that the Commission is "not without some interest in anti-trust provisions in the field of communications." He pointed out, however, that while Continental Press Service leases facilities from a common carrier under FCC jurisdiction, enforcement rests with the Justice Dept.

On further questioning Chairman Coy said that "as far as we know, Western Union has discontinued service where local officials have filed complaints," and added that FCC doesn't investigate violations of tariff provisions except on specific complaint.

Sen. Kefauver wanted to know whether shortwave radio is a factor in the dissemination of illegal gambling information. Chairman Coy thought it a "very minor factor," though there had been cases, he said, of such operations at the tracks, which had been prosecuted.

"I think aural radio broadcasting has been much more a factor than shortwave," he asserted. "Many stations have, for several years, engaged in the broadcast of that kind of information in deals with Continental Press Service."

He said the Commission must concern itself with the question: Are they operating in the public interest? A large portion of afternoon programming is devoted to racing information, he added.

Chairman Coy cited the case of WTUX Wilmington, Del., which came before the Commission after complaints that it was broadcasting information that "facilitated bookmaking." He noted the station has "changed its method of operation" and that its application for license renewal is now pending.

WTUX Case Cited

The examiner's WTUX decision last December held that WTUX carried programs "with an almost reckless disregard of their potential use," but proposed to renew its license. Exception was filed by FCC's general counsel.

Mr. Coy explained that sometimes the information is furnished by racing news publications, such as Armstrong Daily Sports Inc. In some instances, he said, the service is accepted from Armstrong without charge and spots are sold in time segments featuring racing news, while in others Armstrong pays the station for broadcast of news or time used. Charges are nominal in some cases, substantial in others, he added.

Sen. Hunt wondered why "local stations" are able to air racing information "so soon after the race is over" and asked whether FCC didn't have jurisdiction over what goes on the air. Chairman Coy said it has but again cited the public interest test used by the Commission.

Sen. Hunt suggested Chairman Coy listen "some afternoon between three o'clock and six o'clock" and that FCC had a duty to watch for such programming. Mr. Coy replied that it is "impossible to monitor all stations" and that "we are dependent to some extent upon complaints from local law-enforcement officials as our best source."

In reply to a query from Sen. Kefauver, Chairman Coy said the same Commission rules apply to original and renewal applications for grants and that to his "knowledge" there were no new applications pending which indicated an intent to program horse race information. He said he would not know "until they come before the Commission."

Sen. Kefauver also asked the status of a pending application

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CURB ESPIONAGE

Congress Pushed for Action

(See Editorial Page 38)

CONGRESS last week heard new demands for "immediate" legislation to curb espionage activities in the U. S. and there were fresh rumblings over subversive Communist infiltration of key American industries which seem destined to fan out from Capitol Hill to the radio and communications arts.

Rep. Charles E. Potter (R-Mich.) urged the Senate to push consideration of the controversial Mundt-Ferguson-Nixon bill which, among other provisions, would require that sponsors or sources of broadcasts or telecasts for Communist organizations be so identified.

This concern over Communist Party or front infiltration tactics was soberly spelled out by FBI Director J. Edgar Hoover, who has warned that the Communists' primary objective in the communications field is to "control facilities in the event of an emergency."

Mr. Hoover earlier told a Senate Appropriations subcommittee that the FBI was in possession of "overwhelming facts" to substantiate this conviction and added that "many Communist fellow travelers and stooges have been able to secure positions enabling them to actually control personnel and production."

Mr. Hoover appeared before the subcommittee to seek 300 more agents for the FBI. His testimony was released fortnight ago by the full Senate Appropriations Committee which indicated it was especially impressed with his testimony and might grant funds for additional personnel.

The FBI director declared the Communist Party is not a "bona fide party. . . . The Communist Party of the U. S. constitutes a fifth column if there ever was one. . . ."

Radio Exploitation

He told the group, headed by Sen. Pat McCarran (D-Nev.), that the party has endeavored to exploit radio, television, the press, motion pictures and other groups and that 48% of its membership is concentrated in "basic" or key industries for purposes of potential sabotage. It has intensified its efforts in communications, electrical and other industries, Mr. Hoover asserted.

With respect to communications, he stated:

Their objectives are most obvious. . . . They have as their primary objective the control of communications facilities in the event of an emergency. In 1946, the cultural section of the Communist Party was given a special directive to penetrate the radio field.

Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing. Special Communist-front organizations having to do with radio have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chastise those who would oppose them. One front group boasts of having thousands of monitors in every section of the country, who will take up a letter-writing campaign against any commentator who disagrees with what they advocate.

"Experience has demonstrated that many fronts are used as a cover for espionage purposes and others as a propaganda media," Mr. Hoover noted. He cited the National Lawyers Guild as one front and observed that since 1940 the guild "has been most vociferous in its denunciation of the FBI."

Former FCC Comr. Clifford Durr, left-wing advocate of the Commission's Blue Book, had been among those who criticized Mr. Hoover and the FBI.

The FBI chieftain's testimony was released amid mounting Congressional furor over alleged subversive personnel in the State Dept. and other government branches, and at a time when two other Con-

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COMR. STERLING

Senate Confirms New Term

THE SENATE without objection last Tuesday confirmed FCC Comr. George E. Sterling for a new seven-year term. His reappointment is effective July 1 (Saturday).

Senate confirmation came after two days of hearings on his renomination by President Truman before the Senate Interstate & Foreign Commerce Committee [BROADCASTING, June 19], which unanimously approved it after satisfying itself on engineering aspects of various FCC affairs, including the clear channel case, VHF television, UHF and Stratovision, and FM reallocations.

The committee vote was not disclosed, but it was learned that at least 10 members had tendered their approval. Two Senators—Sen. Warren Magnuson (D-Wash.) and Sen. Herbert O'Conor (D-Md.)—were absent at the brief executive session during which Comr. Sterling was approved.

His reappointment thus preserves FCC's 50-50 political complexion—three Democrats, three Republicans and one Independent. Comr. Sterling is a Maine Republican, and one of two engineer-members of the Commission.

Confirmation Assured

His confirmation also assures the availability of the full Commission for a decision on the controversial, complex color TV issue, and possibly disposition of the clear channel case, which may be taken up this summer or fall [CLOSED CIRCUIT, June 5]. He also will be available for future NARBA conferences.

Comr. Sterling, who had FCC Chairman Wayne Coy's support for reappointment, thus continues an active career in government radio service that began in 1923 and brought him a Commissionership on Jan. 2, 1948 when E. K. Jett resigned to assume vice presidency and radio direction of *Baltimore Sunpapers*.

DON LEE SALE

No Decision Soon, Brown Says

DECISION on the sale of Don Lee radio and TV properties is not expected for some weeks, Ben H. Brown, public administrator of Los Angeles, told BROADCASTING last Thursday. He said "we are not ready to make a sale" and added no quick action would be taken on present offers.

The disclosure came after Mr. Brown and Ray Wright, attorney for R. D. Merrill, sole heir of Thomas S. Lee, had conferred the preceding week with FCC Chairman Wayne Coy and Acting General Counsel Harry M. Plotkin. Certain pending matters pertaining to the Don Lee TV situation, it is believed, will be pursued with the FCC prior to consideration of bids.

Reports were current a fortnight ago that a tentative understanding had been reached on disposition of the properties [BROADCASTING, June 19]. CBS at that time was mentioned as the likely successful bidder for KTSL (TV) Los Angeles and the Don Lee headquarters, with price of $1 million reported for the station and about $2,225,000 for 1313 No. Vine headquarters.

In addition to bidders previously reported, a management group in Don Lee, headed by Chairman Lewis Allen Weiss and President Willet Brown, was said to have been formed in anticipation of acquiring all properties except KTSL and the headquarters.

Other bidders reportedly are Ed Pauley, financier and oil operator; Liberty Broadcasting System, and Floyd Odlum, head of Atlas Corp., giant holding company. In addition to KTSL and the headquarters there are the four owned-and-operated stations of Don Lee, Pacific Northwest Broadcasting Co., and a 19% interest in Mutual. Automotive properties had been disposed of previously.

RADIO-TV BAN

Tatum Blasts Sports Rule

CHARGING it "unconstitutional," Donn B. Tatum, vice president and general counsel, Don Lee Network, has filed a statement opposing the proposed California State Athletic Commission Rule 542 which would prohibit any licensed club from engaging in or permitting television broadcasts, radio broadcasts or filming of boxing or wrestling matches without the Commission's written consent. The statement was filed on behalf of Don Lee and the California State Broadcasters' Assn., of which Mr. Tatum is president.

The freedoms to broadcast, to listen to the radio and to watch television, he pointed out, are basic American rights protected by Constitutional guarantee of freedom of speech and press. Only Congress has power to alter these rights, he stated.

Mr. Tatum further stated that the proposed rule would constitute an invasion in a field already regulated by the U. S. Government. The Commission, he said, has authority under California law to regulate conduct of boxing and wrestling matches and license clubs but no power under that law "to regulate the broadcasting or telecasting of boxing and wrestling events conducted in California." A public hearing is scheduled to be held in Los Angeles within 30 days.

HARRY WISMER (seated, r), general manager of WJR Detroit, gives out with the good news after The Pfeiffer Brewing Co. contracts to sponsor eight-week Detroit Symphony Orchestra series on WJR. Others are Alfred Epstein (l), Pfeiffer pres. and Worth Kramer, WJR asst. gen. mgr.

DISCUSSING Borden Milk Division's new contract for five-a-week *The Borden Show* heard on WWJ Detroit are (l to r) W. T. Joyce, Borden Milk Division; Bob Maxwell, star of the program; Wendell Parmelee WWJ sales manager, and R. B. Hacker, of the Borden Ice Cream Division.

ALTERNATING sponsorship of *The Patrick O'Riley Show* on WBBM Chicago goes to Old Gold as Frank Russell (l), Midwest sales manager of P. Lorillard Co., completes agreement with John Akerman (r), WBBM general manager. Smiling approval is show's star "Patrick O'Riley"—or Val Sherman.

THE "pause that refreshes" marks Louisiana Coca-Cola Bottling Co.'s contracting for five years of the *Cisco Kid* series on WDSU New Orleans. L to r: Louis Read, WDSU coml. mgr.; Richard W. Freeman, pres., La. Coca-Cola Bottling Co.; Roger Wolfe, WDSU announcer handling Coca-Cola commercials.

PAUL E. HAUSER (seated, r), pres., Hauser Nash Sales, Chicago, buys radio time on WMAQ (NBC) Chicago switching from TV. With him is Mrs. Hauser, and standing, l to r, Frank DeRosa, WMAQ acct. executive; Jim Orr, Hauser sales; Charles J. Zeller, Guenther-Bradford Agency; Homer Heck, NBC program mgr.

FIFTY-TWO week pact with WHK Cleveland for *Shaw's Amateur Hour*, heard Saturday, 6-7 p.m., is closed by Milton H. Shaw (seated, r), president of Shaw Jewelry Co. With him are Edward Bobrick (seated, l), Shaw general manager, and William K. Brusman, WHK account executive.

AMERICAN Stores' renewal of *Milo Boulton Show* on WPAT Paterson, N. J., is set by (l to r): (seated) Herman Bess, WPAT v. p., sales and programs; Paul Cupp, manager Jersey Div., American Stores; (standing) Jack Sloan, WPAT acct. executive; Milo Boulton; Herbert Herr, American Stores Jersey adv. mgr.

RICHARDS CASE

Counter-Claims Increase

COUNSEL for G. A. (Dick) Richards claimed last week that a petition in which he conceded accuracy in certain portions of the news-slanting charges against him was prepared following consultation with the chief of FCC's law bureau.

FCC General Counsel Benedict P. Cottone, with whom the discussion was said to have occurred, labeled the claims "complete distortions of any conversations that may have been held."

The claims and counter-claims were made during the second week of FCC's hearing on charges that Mr. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, ordered news slanted according to his personal political and social views.

The petition was one in which Mr. Richards conceded the accuracy of portions of the charges that he ordered news slanted, but insisted no slanting actually occurred and asked to be heard personally by the Commission [BROADCASTING, Feb. 28, 1949].

The exchange between opposing counsel occurred when Mr. Cottone undertook to present the petition in evidence.

Joseph W. Burns, one of Mr. Richards' attorneys, said Mr. Cottone had used the petition as the basis for contentions that Mr. Richards had admitted guilt.

"In view of that improper use and improper interpretation of the petition, we prefer that it should not be admitted in evidence, because of the circumstances under which it was filed," Mr. Burns asserted.

Petition Background

"It was filed by and on behalf of Mr. Richards following a conversation with Mr. Cottone with respect to the appearance of Mr. Richards before the Commission . . . it was prepared as a result of those discussions and statements as to what Mr. Cottone said should be in the petition. . . . And it was denied the very next day. That was received by the Commission as part of what might be comparable to settlement negotiations," Mr. Burns contended.

He said there is "nothing in the document itself that does constitute admission" but that "only a short time thereafter in a nationwide broadcast it was referred to as an admission, and it cast grave doubt on the sincerity with which the discussions were carried on which led up to its being filed."

Mr. Cottone retorted that "all of Mr. Burns' statements with respect to characterizations of conversations, which he very carefully refrained from trying to be specific about, are complete distortions of any conversations that may have been held with respect to this petition or anything associated with this petition at this time."

FCC Examiner James D. Cunningham ruled the petition should be received in evidence.

Still on the stand in the second week of the hearing and expected to continue through most of this week, KMPC Vice President and General Manager Robert O. Reynolds was questioned at length by Mr. Cottone on details relating to KMPC files, and Mr. Richards' personal views and discussions with staff members.

Mr. Cottone sought to show that many news scripts and other documents had been withheld from FCC investigators. Disappearance of some 25 news scripts was the subject of extended questioning and discussion. Mr. Cottone undertook to establish that the station had been uncooperative and that some of the records wanted by FCC were removed from the files.

FCC 'Stalling' Hit

Hugh Fulton, chief trial counsel for Mr. Richards, accused the FCC staff executive of stalling tactics.

"I cannot believe the Commission's attorney is ignorant of proper procedure," he said. "And if he is, I will loan him a book to read on the subject."

He referred to Mr. Cottone's refusal to accept a stipulation offered by Mr. Fulton as to the authenticity of certain documents among the 8,000 involved in the proceedings. Mr. Cottone was questioning the KMPC vice president in detail as to each document presented, despite continued offers of stipulation by Messrs. Fulton and Burns.

Mr. Burns protested that "unless Mr. Cottone is trying to drag out this hearing indefinitely I can see no reason for his procedure," and asserted that "this record is costing us $2.20 a page and amounts to hundreds of dollars a day."

On several occasions Mr. Cottone accused the witness of giving contradictory testimony.

In a flareup Wednesday Mr. Cottone characterized Mr. Reynolds—appearing under subpena as an FCC witness—as a "reluctant, hesitant and hostile witness." Mr. Reynolds slapped the table, snatched back from Mr. Cottone's hand a document about which he had been testifying, and retorted: "Mr. Cottone, there are some serious questions here and I am doing my best to answer your question."

Mr. Cottone dwelt at length on a KMPC file in which Mr. Reynolds kept correspondence from the station owner. Mr. Reynolds said that, so far as he knew, the file was at KMPC when FCC investigators arrived in April 1948 and was never removed. Asked whether the investigators had seen it, he said: "I suppose so. Every file was made available to them. They were given a free run of the place, and I mean just that—a free run."

Considerable questioning centered around the KMPC filing system and brought a statement from Mr. Reynolds that he did not file letters from Mr. Richards unless he considered them pertinent to station operation.

GOP 'Policy' Denied

Under questioning, Mr. Reynolds denied he told Clete Roberts, former KMPC news editor, that KMPC policy was predominantly Republican. Mr. Cottone showed him a note written by the station owner to Mr. Roberts which said in part:

"I wish you would do an all out job of supervising political policy throughout the coming year. It is the No. 1 job."

Written in a corner of the note was: "Clete—Read this to our boys and meet often to do this job that will affect the future of everyone at KMPC and elsewhere."

Mr. Reynolds said he did not consider the note an order from Mr. Richards, but, rather, an expression of his views. He testified

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RADIO OUTPULLS PAPERS

In ARBI Study

DETAILED findings of a series of point-of-sale studies conducted by Advertising Research Bureau Inc., Seattle, show how radio stations outpulled newspapers in 13 out of 14 surveys, based on store traffic and actual sales.

The studies were conducted for the XL Stations in the Northwest and cover results of store advertising in Spokane, Portland, Butte, Helena, Missoula, Bozeman and Great Falls.

Advertising Research Bureau was formed recently to measure radio's effectiveness as an advertising medium, on a dollar-for-dollar basis. Frederick E. Baker, senior partner of Frederick E. Baker & Assoc., Seattle agency, is president [BROADCASTING, June 5].

Survey operations were conducted by Joseph B. Ward ARBI chief of research, who trained interviewers.

Results of the series of studies are summarized in a booklet just issued by ARBI. After comparing circulation claims of newspapers and "exaggerated audience claims" based on radio measurements, the booklet points out that neither "has told the advertiser just how effective either medium was in bringing to the point of sale the greatest number of buyers and at what proportionate cost."

ARBI set out to find this information by contacting at point of sale those who visited stores, analyzing purchases as a direct result of advertising in specific newspapers and on stations. It wanted to answer the retailer's "most important question," described as: "How effective are my advertising media in bringing into my store—the point of sale—the greatest number of potential customers and at what comparative cost?"

In each community a merchant was selected to test, on an equal dollar basis, the relative values of newspaper and the XL stations in creating store traffic and moving retail merchandise. Specific merchandise advertised in daily newspapers and over XL stations serving the same area. Each advertiser invested equal amounts in space and time.

Customer Interview

First an interviewer asked customers how they learned about the sale. The customers "spoke their minds," according to ARBI, and advertisers learned the truth about the relative effectiveness of radio and newspapers.

Two stores in Spokane and one in Portland were selected for the first series of studies covered in the booklet.

Eastern Outfitting Co., Spokane, spent $106 in newspapers and $10[illegible] on KXLY Spokane to advertise men's gabardine suits, with these results:

% Traffic—Radio 43%; newspaper 18%; both 10%; other 29%.

% Traffic Purchasing — Radio 57%; newspaper 78%; both 80%; other 57%; total 63%.

% Dollar Value of Purchases—Radio 49%; newspaper 18%; both 11%; other 22%.

Nelson Jewelry Co., Spokane, spent $193 in newspapers and $19[illegible] on KXLY over a three-day period to advertise a sterling flatware starter set, with these results:

% Traffic—Radio 43%; newspaper 20%; both 7%; other 30%.

% Traffic Purchasing — Radio 59%; newspaper 75%; both 100%; other 75% total 70%.

% Dollar Value of Purchases—Radio 42%; newspaper 20%; both 18%; other 20%.

J. K. Gill Co., Portland, spent $91 in newspaper and $90 on KXL to advertise a book, *Worlds in Collision*, with these results:

% Traffic—Radio 45%; newspaper 9%; both 9%; other 37%.

% Traffic Purchasing — Radio 79%; newspaper 57%; both 100%; other 29%; total 61%.

% Dollar Value of Purchases—

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Your Spot Radio Dollar Is A Better Bargain Than Ever

WHO Costs 52% Less Than in 1944, and Influences 66% More Buying Power!

Even though the costs of most commodities and services have risen by leaps and bounds since 1944, comparisons prove that spot radio in Iowa actually costs less today than five years ago.

In terms of *home radio sets*, WHO cost 52% less than in 1944. This of course is due to the fact that Iowa home sets have increased by 1,236,000 (136%) since 1944* (and modern research proves that *sets* make today's audience).

Even more startling than the lowered time-cost-per-thousand-home sets, however, is the fact that Iowa income in the same period of time increased $1,510,100,000, or 66%. (Iowa's income in 1944 was $2,287,000,000; in 1949 it was $3,797,100,000.) *If in 1944 the expenditure of $1 for radio time impressed $1,000 of income, $1 today would impress an income of $3,460. This means that expenditures on radio today in Iowa are more effective as regards total income by the astounding amount of 346%!*

Since 1944, Iowa radio homes have even increased 29%, for a total of 769,200. Comparing WHO's 1944 and 1949 rate cards, this represents a drop of 10.6% in time costs, per thousand radio homes. Thus, in addition to covering far more radio homes and receiving sets per dollar, spot-radio advertisers on WHO influence vastly greater purchasing power now than in 1944. And, remember this analysis is for *home* sets alone—it omits the hundreds of thousands of sets in Iowa cars, barns, stores, schools, restaurants, offices, etc., as well as additional millions of sets in WHO's vast secondary areas in "Iowa *Plus*."

No wonder WHO is today a "Better Buy Than Ever." For additional facts about WHO's great audience potential, write to WHO or ask Free & Peters.

*SOURCE: The 1949 Iowa Radio Audience Survey. This famous Survey of radio listening habits has been made annually for the past twelve years by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with thousands of Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

IOWA MARKET COMPARISONS

	1944	*1949*	*1949 Increase*
Retail Sales	$1,240,815,000	$2,423,608,400	95%
Income	$2,287,000,000	$3,797,100,000	66%
Farm Income	$1,627,000,000	$2,265,000,000	33%
Bank Check Transactions	$2,058,885,000	$3,159,176,000	53%

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

In Eastern New York
and Western New England

WGY delivers 21 markets

the largest newspaper delivers 1

No advertising schedule in Eastern New York and Western New England is complete unless all twenty-one cities in the area are covered.

No advertising medium penetrates all twenty-one markets from a single source . . . except radio.

No radio station in the area penetrates all twenty-one markets . . . except WGY.

The next best radio station penetrates* only twelve cities. The *best* newspaper penetrates* only one city.

So for complete penetration of all the cities (and their marketing areas), your advertising should be on WGY, the only advertising source in the area that reaches *all* of Eastern New York and Western New England.

**With coverage of 25% or more of the total families.*

NBC SPOT SALES

NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO • HOLLYWOOD

COMPARATIVE PENETRATION

City	WGY Penetration % Daytime	WGY Penetration % Evening	Area's Largest Newspaper's Penetration % Daily
New York			
Albany	68	86	56
Norwich	78	74	*
Amsterdam	93	96	3
Utica	56	68	*
Rome	27	28	*
Oneonta	84	84	2
Troy	76	84	12
Saratoga Springs	83	92	13
Schenectady	86	91	5
Kingston	30	28	1
Glens Falls	83	89	5
Hudson	80	82	15
Gloversville	85	81	2
Johnstown	90	88	2
Vermont			
Bennington	89	92	5
Burlington	33	36	*
Rutland	83	89	3
Barre	42	52	0
Massachusetts			
Adams	76	86	*
North Adams	72	78	*
Pittsfield	53	61	1

**Less than one percent*

Source for WGY penetration: BMB Study No. 2 March 1949. Percentage of total families in city listening to WGY.

Source for newspaper penetration: Audit Bureau of Circulations September 1949. Percentage of total families in city reading this newspaper.

For similar market penetration comparisons of the areas served by seven major radio stations, write NBC SPOT SALES, New York 20, N. Y. You will find that stations represented by NBC SPOT SALES deliver more markets with deeper penetration than any other advertising medium.

INFORMATION AVAILABLE ON:	SERVED BY:
Metropolitan New York and New Jersey	WNBC, New York
Illinois, So. Wisconsin and No. Indiana	WMAQ, Chicago
Northern Ohio and N. W. Pennsylvania	WTAM, Cleveland
Washington, D. C., Maryland and No. Virginia	WRC, Washington
No. California	KNBC, San Francisco
Colorado, Wyoming, W. Kansas and W. Nebraska	KOA, Denver
Eastern New York and Western New England	WGY, Schenectady

BUDDY ROGERS

Turns to Local Radio, Cites Survey

BUDDY ROGERS said last week his decision to leave daytime network radio for local or spot market radio was based "in great part" on a survey compiled by BROADCASTING in cooperation with Cramer-Krasselt Co. [BROADCASTING, May 15, June 5].

The radio-TV-movie entertainer said he had relinquished his daytime radio contract with ABC June 16 in order to concentrate on a new package show, *Buddy Rogers Show*, which begins July 3 on WOR New York. He had been appearing on ABC's daytimer *Pick a Date With Buddy Rogers*, Monday through Friday, 3:30-4 p.m. EDT.

Mr. Rogers' new show, a PRB Inc., New York, package produced by Mal Boyd and directed by Nat Rudich of Gainsborough Assoc., New York, features interviews, recordings and informal comment. WOR also has signed Mr. Rogers to a three-year exclusive contract for daytime radio and daytime TV which do not conflict with nighttime plans.

Announcing his decision, Mr. Rogers said: "The BROADCASTING survey was in great part responsible for my decision to forsake *Pick a Date* in favor of our new syndicated program series. The figures stated in the BROADCASTING survey, showing that 36.1% of the advertising agencies queried believed that radio's biggest gains will be made in selective market programs as against 3.4% who favored network shows, confirmed my own beliefs.

"I was even more impressed and further convinced to enter local radio . . . by the figures BROADCASTING quoted for advertisers queried who believed that radio's biggest gains will be made in selective market programs, 36.8% as against 0.0% who favored network radio," he continued.

"Since I had already discovered that in 1949 local radio advertisers spent $180 million as against $170.9 million by network advertisers, I am confident that the future of daytime radio lies in the selective, local market area," Mr. Rogers said.

He also quoted BROADCASTING's figures showing the preponderance of opinion among agency-advertiser-station executives in favor of radio making its biggest gains in selective markets. "Television," Mr. Rogers said, "has made such inroads into network radio as to make local radio a 'natural' as is proven by results obtained by Rudy Vallee, Adolph Menjou, Veree Teasdale" and others who have syndicated daytime radio shows.

FCC Actions

SALES of WROL-AM-FM Knoxville, Tenn., for $300,000-plus and KMED Medford, Ore., for $290,000 approved by FCC last week along with transfers of 11 other stations. Five new AM stations, including 25 kw daytimer on 1010 kc at Lexington, Neb., to Nebraska Rural Radio Assn., granted by Commission. Six AM outlets given improved facilities and two new FM permits granted. Details of these and other FCC actions may be found in Actions of the FCC beginning on page 73 and FCC Roundup on page 80.

HOME RECEIVERS

Production Up, Says RTMA

PRODUCTION of home radio sets in May continued the upswing that has marked the manufacturing industry for several months, according to Radio & Television Mfrs. Assn.

The May output of RTMA members, representing around 80% of the industry, totaled 693,592 home receivers. This compares with 648,352 in April.

Television production of RTMA member companies showed a drop in May, a four-week work month, ascribed in part to the introduction of new models. Total number of TV sets produced in May was 376,227 compared to 420,026 in April and 163,262 in May 1949.

Weekly rate of TV set production by RTMA members during the month of May was 94,057, down 10% from the April rate.

Of the home sets produced in May, 86,405 had FM reception facilities and 30,582 TV sets included FM tuners, a total of 116,987 FM receivers for the month.

RTMA announced that its members had received $41,305,390 in orders from the government for transmitting equipment during the first quarter of 1950. This compares to $37,342,885 in orders received in the first quarter of 1949.

Actual sales of transmitting equipment by RTMA members to the government during the first quarter of this year totaled $30,640,943 compared to $32,353,433 a year ago. Of the first quarter sales this year, $24,860,004 consisted of radar equipment.

Upcoming

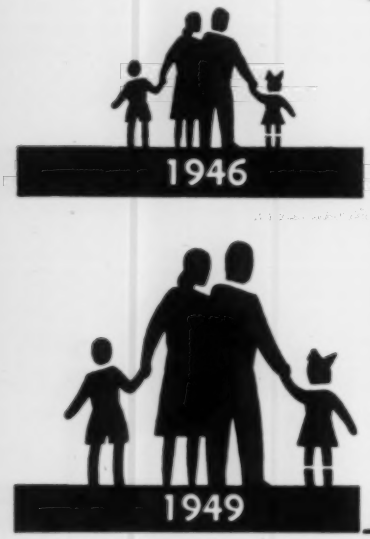
June 25-July 1: WKY-TV Oklahoma City Television Clinic, U. of Oklahoma, Norman.

July 11-14: First Advertising Agency Group, Hotel Lafayette, Long Beach, Calif.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Aug. 30-Sept. 2: Western Assn. of Broadcasters, and directors meeting of Canadian Assn. of Broadcasters, Jasper Park Lodge, Jasper, Alta.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.



New BMB shows
BIG GAIN
in KTUL
Radio Families

KTUL's BMB Radio Families

	1946	1949	GAIN
DAYTIME	106,540	123,880	17,340
NIGHT	97,860	116,010	18,150

Compared with the rest of Oklahoma this compact area has . . .

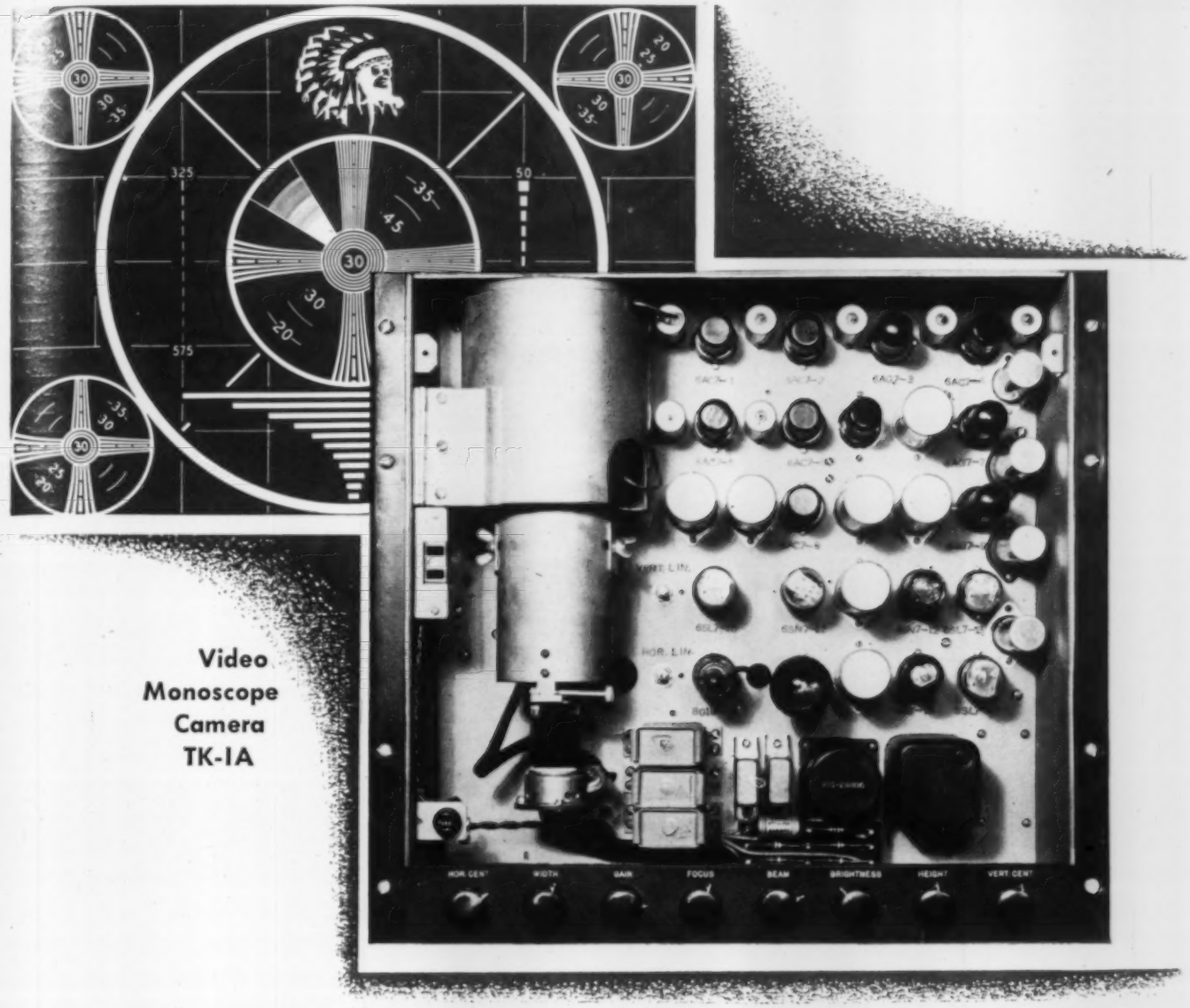
MORE *persons per square mile*
MORE *income per family*
MORE *than 34% of retail sales*

KTUL gives you *ALL* the coverage you *NEED* in this Major Market, at *LOWEST* Cost per 1,000 listening homes

Oklahoma's BIGGEST Market

Eastern Oklahoma's ONLY CBS Station

KTUL
TULSA'S EXCLUSIVE RADIO CENTER
AVERY-KNODEL, INC.
Radio Station Representatives
JOHN ESAU, *Vice Pres. & Gen. Mgr.*



..."patternmaker" for the industry

The test pattern produced by RCA Monoscope Cameras is the standard by which picture quality has been judged since the beginning of electronic television . . . in TV stations . . . in laboratories . . . in TV receiver production.

These are the standard test-pattern cameras used by many TV receiver manufacturers. These are the standard "picture micrometers" used by TV stations to make precision measurements of video transmissions.

Deliberately designed to excel in all things, RCA Monoscope Cameras have earned the extraordinary respect of television men. Evenly lighted patterns as steady as Gibraltar. Resolution as fixed as the cut of a diamond. Operation as reliable as a ship's chronometer.

Type TK-1A pictured here is RCA's newest Monoscope Camera—built to the highest standards known. It can be delivered to you with the familiar monoscope pattern (shown above)—or with a pattern of your own choice.

Ask your RCA Television Equipment Sales Engineer for prices. Mail the coupon for data.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Radio Corporation of America
Television Broadcast Equipment Section
Dept.19FD,Camden, N. J.

Send me your technical bulletin on the RCA Type TK-1A Monoscope Camera.

Name_____

Company or station_____

Address_____

City_____ State_____

WRDW

Augusta's oldest (established 1930), most powerful (5000 watts day and night) and most popular (Hooper, 1950) station announces the appointment of

HEADLEY-REED CO.

as our

National Representatives

effective

July 1, 1950

•

Memo to Timebuyers . . .

Before talking to your Headley-Reed man, take a good look at these figures

Hooper Listening Index (March-April, 1950) Total calls: 16,132

Total Ratings	Morning	Afternoon	Evening
WRDW 30.6	**WRDW 31.4**	**WRDW 25.0**	**36.0**
Sta A 25.3	Sta A 28.7	Sta A 24.2	24.0
Sta B 23.0	Sta B 24.6	Sta B 26.4	19.1
Sta C 19.1	Sta C 13.2	Sta C 22.7	18.5

WRDW has more firsts in 30 minute breakdowns than all other stations combined!

WRDW

CBS for Augusta, Ga.

'TRAFFICKING'

Proposed FCC Rules Meet Opposition

A UNITED FRONT of opposition to its proposed new rules against "trafficking in frequencies" met FCC in oral argument on the proposals last Monday.

Washington radio attorneys argued that the plan—which would provide for automatic forfeiture of the construction permit of any station which is sold before program tests commence [BROADCASTING, Jan. 16]—exceeds FCC's authority and, aside from that, is unfair.

It would "penalize the innocent and the honest in an effort to catch a few who do not have the right intentions," Attorney George O. Sutton said in an argument on behalf of a group of 13 stations.

Vernon C. Kohlhaas of the law firm of Pierson & Ball, representing 13 other stations, said the law anticipates that FCC will exercise "discretion" and therefore take a case-to-case approach, so that applicants still will have the right at least to apply for CP transfers. If Congress had wanted to forbid all transfers of permits, he said, it would have done so more explicitly.

Even so, he asserted, he would oppose any legislation designed to bar CP transfers, on grounds that sometimes they are necessary and justified in normal business practice.

Mr. Sutton, finding no real distinction between "forfeiture" and "revocation," offered a substitute proposal providing for revocation of either a CP or a license "if the applicant therefore does not actually intend to construct and operate the station as applied for," or if negotiations for its sale are conducted, without FCC being informed, prior to issuance of the grant.

Plausibility of Plan Doubted

His suggestion, which also provided that FCC will look for signs of "trafficking" in "all assignment and transfer applications filed within a short period" after the issuance of a grant, drew from Comr. Rosel H. Hyde the observation that FCC would have to become more adept at "mind-reading." Mr. Sutton felt his proposal nevertheless was better than FCC's "quick death" plan.

On behalf of the Federal Communications Bar Assn., Chairman Percy H. Russell Jr. of the FCBA Committee on Practice and Procedure insisted the Commission's proposal would cause "many, many hardships" and is not within FCC's authority. He said it also would discourage prospective applicants, since they would know that—regardless of what might happen—they could not transfer their station before it started program tests.

Vernon L. Wilkinson of the firm of Haley, McKenna & Wilkinson, appearing as *amicus curiae*, said legislative history and court decisions both oppose the rule. He felt that if FCC can provide for automatic forfeiture of permits, it might also provide for automatic forfeiture of licenses. Congress, he pointed out, has refused to enact past proposals to forbid CP transfers.

NAB waived argument, relying on its earlier statement that FCC "lacks authority to make the rule," and that the rule "will result in undue hardship without any real benefit." As a matter of practice, NAB held, the "trafficker" who is financially able to do so would "delay entering into a contract for the assignment or transfer until program tests have been concluded," so that "it is only in the hardship cases . . . that the rule would be apt to work a forfeiture."

Although all participants in the oral argument opposed the Commission's proposal, at least two statements had been filed in support of the plan. These were submitted by E. B. Craney of the XL stations of the Northwest, and by KBOW Butte, Mont.

Craney Scores 'Menace'

Mr. Craney, asserting that "hawking of permits" has been "a genuine menace to the radio industry in recent years," said he had "personal knowledge of several recent instances in which the holders of construction permits . . . made no serious efforts to construct a station, but very strenuous efforts to sell the permits."

Spokesmen for KBOW said that "in recent months the holder of a permit to construct a station which would have been competitive with KBOW made diligent efforts to sell the permit to Copper City Radio Co.," licensee of KBOW.

KDON Power Increase

KDON Santa Cruz, Calif., has commenced program tests with a new Westinghouse 5 kw transmitter following FCC approval of power increase from 1 kw. KDON is owned and operated by Salinas Newspapers Inc. and broadcasts on 1460 kc. In addition to Santa Cruz, studios and offices are maintained in Salinas, Monterey and Watsonville.

Strawberry Sale

RADIO'S ability to sell—in this case fruit—got further endorsement this month when seven one-a-day spot announcements on WINR Binghamton, N. Y., sold a full railroad car load of strawberries. The Green Lantern Fruit Stand used no other advertising medium in the promotion and gave full credit for the sale to the short spot announcement campaign on WINR.

Boston still speaks for itself

Boston is Boston... and there's no place quite like it. Remember the old story of Priscilla and John Alden and Miles Standish? It's the same today. Boston still makes up its own mind. And goes its own way. In radio, too.

That's illustrated by WEEI's full-hour daytime program, "Beantown Varieties." This WEEI local live talent show competes with one of the most popular "other network" daytime programs in the country. Yet in every quarter-hour "Beantown Varieties" attracts a *bigger* audience than any other Boston station. Delivers a Pulse rating of 5.2!*

"Beantown Varieties" is on WEEI because WEEI knows what Boston likes. *No wonder WEEI has the largest share of audience, the highest average ratings and more quarter-hour wins than all other Boston stations combined.** *And today WEEI's much bigger audiences are giving sponsors more for their money than ever before.*

*Pulse of Boston Mar.-Apr. 1950

the station is **WEEI**

Columbia's Friendly Voice in Boston

NBC NEW YORK OUTLETS *Seek Own Identity*

NBC'S NEW YORK stations, WNBC and WNBT (TV), sometimes have seemed submerged beneath the greater prestige of their parent network, but last week both were embarking on a vigorous program to establish their own identity.

Under the new management of Ted Cott, former vice president of programs at WNEW New York, WNBC and WNBT were revising local programs and promotion in an effort to acquire individuality.

Indicative of the new thinking at the stations were new station breaks already being aired. Examples: "NBC covers America. . . . WNBC belongs to New York"; "You're aboard the NBC flagship anchored in New York."

New sign-on and sign-off announcements extolling New York (and incidentally WNBC's position in the city) are being written by the celebrated writers Louis Untermeyer, Norman Corwin, Fannie Hurst and Norman Cousins.

On WNBC a heavy swing to disc jockey programming—usually the backbone of independent stations—is in the wind. The early morning Skitch Henderson show, Monday-Saturday, 6-8:30 a.m., and Mr. Henderson's Monday-Friday 12:15-1 p.m. program are already on the air.

Treacher Show

Scheduled to begin June 25 (yesterday) is a program featuring Arthur Treacher as disc jockey for Gilbert and Sullivan records. Mr. Treacher's commentary is to be done in verse of the Gilbert and Sullivan style. The show will be aired Sunday, 12:30-1 p.m.

Starting July 11 a series featuring Leopold Stokowski as a disc jockey for transcriptions of the music of Johann Sebastian Bach will begin. Mr. Stokowski's commentary (like Mr. Treacher's) also will be recorded. The Stokowski show will be heard on Tuesday, 7:30-8 p.m.

Another series, as yet unscheduled, will present Arthur Fiedler, conductor of the Boston Pops, in a recorded disc jockey show featuring records of his own orchestra.

WNBC also is at work on a documentary series on New York City, with programs to be written about the garment industry, Broadway and other aspects of local interest.

Among local shows in the works at WNBT is *What's the Good Word?*, a joint effort of the TV station and the New York Board of Education. The show will be educational, with an entertaining format, and will pertain to correct English usage. In return for being given the program, the Board of Education will grant special seals of approval to WNBT programs it considers worth them.

Another WNBT program scheduled for fall presentation will be based on photo contests conducted in various communities within the station's range and will tie-in with local newspapers. To be called *Mayor's Tour*, it will present winning photos as well as the mayor of the community and the editor of the participating paper.

RADIO PROFITS
In Step With TV Affiliate

VITAL statistics at WHAM Rochester show that radio billings are growing at the station despite a current 99% "sell out" in WHAM-TV sales, according to General Manager John W. Kennedy Jr. The facts disprove "prophets of doom" that there's not enough advertising money to go around for both AM and TV, he concludes.

Figures add up, he says, to this: WHAM-TV, now two years old, "has not grown at the expense" of the AM facility. He reports spot billing in AM for January and February greater than the same months last year. February spot alone, he says, was highest in the station's history and total business in March a record for that month.

Basic problem in WHAM-TV sales is "to find ways of opening up additional periods of time so that program service may keep up with public demand and more advertisers can be accommodated." He estimates that 70% of TV advertisers at WHAM have never been radio clients of the station nor have they ever used radio before.

Attending a party given for Ohio news editors by WAKR Akron are (l to r) Bernard Berk Jr., WAKR vice president and host; Messrs. Mann and Day, and Prof. William Taylor, chairman of Kent State U.'s school of journalism.

* * *

RADIO NEWS *Has Little To Fear From TV, Says Davis at Kent*

RADIO news, judged by foreseeable developments in news gathering processes, faces little threat from television, according to Elmer Davis, noted ABC news commentator, who was featured speaker at the second annual conference of Ohio News Directors Assn., Kent (Ohio) State U. on June 17.

Mr. Davis also declared that radio news programs always will have sponsors. He said he saw little hope for television news to reach the prominent position enjoyed in radio newscasting. TV's best forte, he indicated, was in the fields of sports and special events coverage.

Main problems confronting TV, Mr. Davis said, was the inability of the camera eye to tell in advance where and when the news will take place, and the fact that much of the day's news has to be explained to be understood.

Value of news programming to the smaller radio station was accented by two station executives, Gene Ragel, program director, WCLT Newark, Ohio, and Verne Nolte owner, WHIZ Zanesville.

Oberlin Speaks

Other highlights were Dick Oberlin's explanation of how his station, WHAS Louisville, puts together its local TV newsreel [TELECASTING, June 19], and emphasis on public service programs "coming of age," by Don De Groot, WWJ Detroit.

Other speakers included Howard Absalom, news director, WAKR Akron; Floyd Weidman, WEWS (TV) Cleveland, and Larry Mann, CHUM Toronto. Charles Day, news director, WGAR Cleveland, was director of the conference.

CAMPAIGN COSTS
House Okays Probe Group

PROPOSAL to provide for establishment of a five-man committee to look into radio, television and other media sums expended by its members during the current election campaign won House approval last Wednesday.

The resolution (H Res 635), is sponsored by Rep. John McCormack (D-Mass.).

As a result of its adoption last week, the special group, yet to be selected, also will look into amounts subscribed for radio and television time by labor, corporation and other groups [BROADCASTING, June 12] on behalf of any candidate.

Block Fails

A NATIONWIDE NBC audience last Thursday heard the re-enactment of the murder of a Michigan husband and two children despite legal efforts on behalf of the convicted murderess to block the broadvast. Circuit Judge Clifford A. Bishop of Flint, Thursday dismissed a request to prevent the *Big Story* broadcast as an invasion of the prisoner's right of privacy. The convicted slayer, Mrs. Julia Kulnich, is serving a life term. The broadcast, sponsored by American Cigarette & Cigar Co., used fictitious names, as customary.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)

EVENING, ONCE-A-WEEK, EXTRA-WEEK, MAY 14-20, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
1	1	Lux Radio Theatre (CBS)	21.0
2	4	Godfrey's Talent Scouts (CBS)	17.0
3	6	My Friend Irma (CBS)	13.9
4	11	Fibber McGee & Molly (NBC)	13.0
5	16	Mystery Theatre (CBS)	13.0
6	22	Mr. Keen (CBS)	12.5
7	41	Hallmark Playhouse (CBS)	12.4
8	38	F.B.I. in Peace & War (CBS)	12.4
9	12	Day in the Life of Dennis Day (NBC)	12.3
10	9	You Bet Your Life (CBS)	12.1

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1950 by A. C. NIELSEN CO.

Caution to Summer Drivers—

WATCH OUT FOR HOT ROADS AHEAD!

Remember how last summer's hot weather damaged America's highways and parkways?

BEWARE WHAT THIS SUMMER'S HEAT WILL DO, TO MAKE THIS SUMMER'S DRIVING MORE DANGEROUS THAN YOU THINK.

—As, for example, the typical pavement-heave in the photograph above.

FOR YOUR OWN SAKE: WATCH THE ROAD AHEAD . . . SO YOU CAN DETECT THESE UNEXPECTED DRIVING HAZARDS IN TIME TO SLOW DOWN.

During the intense heat of July 1949, you heard radio and newspaper reports like these:

—Near Jamesport, N. Y., a 50-foot section of State highway pavement raised up 6 inches.

—On U. S. 60 near Owensboro, Ky., a section of pavement bulged up 18 inches, with State Troopers re-routing traffic around it.

—Near Valley Stream, L. I., on the Sunrise Highway, a 15-foot slab of concrete shot up 17 inches.

This year, the same thing is bound to happen. Our drivers will soon be reporting such instances—to us and to the authorities. One of these may be the highway you travel.

* * *

It is difficult, perhaps, for the average person to understand how mere sun-heat can cause such catastrophic damage.

But here are the facts, as highway engineers know them:

No matter how well a highway is constructed, when the weather's cold it's *got* to contract; when the weather's hot it's *got* to expand.

Highway engineers know this; they try to provide against it. Even so, the best highways can't always take it under extremes of heat or cold.

So drive cautiously, as you always drive. BUT DRIVE *EXTRA* CAUTIOUSLY WHEN THAT HOT SUN BEATS DOWN.

HEAT CAN BLOW UP A PAVEMENT.

And that same heat, in torturing the roads, *can* cook your goose for good.

THE AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D. C.

©1950, American Trucking Associations

XUM

WRVA'S EXTRA STEP MEANS EXTRA SALES FOR YOU!

Even a tot-size budget
can fill big sales-shoes on WRVA,
through our extra-step programs
that give you
top, big-time talent
at little more than announcement cost!
Participation in these established
programs with proven personalities
and planned promotion
can step your sales up
from the bootee class
into seven-league boots!

OLD DOMINION BARN DANCE

Monday thru Friday, 9:00-10:00 am. and 3:30-4:30 pm. Designed for high ratings and general listening. Features *CBS network commercial stars on a local basis. *(Brock Bar Ranch, CBS, Saturdays 7:00-7:30 pm.)

GRADY COLE TIME

Monday thru Saturday, 5:00-6:00 am. Designed especially for rural audience and features fabulous Grady Cole. (Combination purchase with WBT, Charlotte, N.C.)

CALLING ALL COOKS

Saturdays, 10:00-10:30 am. Audience participation quiz from WRVA Theatre (average audience of 800). Radio show is part of two-hour entertainment. Product displays; samples distributed; with retail grocer merchandising plan; actual product demonstrations. Buy it weekly, bi-weekly, or once a month.

HOUSEWIVES PROTECTIVE LEAGUE

Monday thru Saturday, 5:00-5:30 pm. Features Mark Evans and is designed primarily for food and household products.

WRVA EXTRA STEP

50,000 WATTS • RICHMOND AND NORFOLK, VA. • REPRESENTED BY RADIO SALES

editorial

Listenin', Pardner?

ALMOST AS OLD as the first broadcast is the American concept that radio must serve "in the public interest." That tortured phrase has been belabored in almost every discussion of the art in the past thirty years.

Stations have been told by the FCC, the Congress and some segments of the public that it is their "duty" to carry such programs. Every sin in our lexicon has been committed via that ephemeral phrase: "public interest." But over the years very little thought seems to have been given to the fact that the station licensee and the public which he serves are in effect "partners."

The licensee has the investment, the personnel and the know-how. The public via his servant, the FCC, furnishes the "air" which the licensee uses and the "ear" to which he appeals. One can't get far without the other. Yet the partnership in the great enterprise that is radio is too little understood.

In Denver Hugh B. Terry, energetic vice president and general manager of KLZ, decided to do something about it. He inaugurated a new program (see story page 49), titled "Let's Talk it Over" in which he intends to put the licensee and the "people who own the air" into a position of mutual understanding.

He proposes to make the listener feel that he is actually on the inside of the station. The listener dishes it out, and the broadcaster, if need be, takes it.

Says General Manager Terry: "It is an honest effort to 'lay it on the line' so that the public may know, may understand and may be part of the radio stations which are licensed to serve them."

This isn't a "first". There are few in radio these days. It's the timing that counts, and, as always, the execution of the idea.

We like the KLZ approach. We think it could well be emulated. David Sarnoff once said radio gives the average man that which the richest man could not buy for himself.

Radio has worked miracles in selling goods. It's high time it started selling itself.

'What Hath TV Wrought?'

TV, WHICH already has outdone *Grimm's Fairy Tales*, now threatens to knock for a row of Blackstones the time-honored concepts of American jurisprudence.

A poor mixed-up man of 50, presumably with an eye for the spectacular, elbowed his way into the TV booth at the Houston ball park the other day, sat down beside KLEE-TV telecaster Dick Gottlieb, and shot himself.

Among the at-home televiewers was Justice of the Peace Tom Maes. He returned an inquest verdict of suicide, without ever leaving his home.

"I saw the man on television," said the JP.

On the same day, in Kansas City, a 36-year-old laborer had scampered up the WDAF-TV tower to the 475-foot level, and threatened suicide. He finally descended after being promised a personal appearance on TV. Instead he was carried off in the paddy-wagon.

It won't be long now until some pundit ventures forth with a tome titled *What Hath TV Wrought.*

Loyalty vs. 'Liberalism'

FBI DIRECTOR Hoover says the Communists now have gone underground, except for a few decoys, who are known anyway. The administration, which, to our minds, has made haste all too slowly, now has given G-Man Hoover *carte blanche* to ferret out those whose allegiance is to the Kremlin.

We have warned in these columns about infiltration of radio. We know it exists, but not the extent. Mr. Hoover told a Senate Committee:

> **In the communications field, they have as their primary objective the control of communication facilities in the event of an emergency. In 1946, the cultural section of the Communist Party was given a special directive to penetrate the radio field.**
>
> **Communist schools and Communist fronts have offered training courses in connection with radio writing, acting and directing. Many Communist fellow travelers and stooges have been able to secure positions enabling them to actually control personnel and production. Communists, masters of pressure tactics, are always on the alert to chastise those who would oppose them. One front group boasts of having thousands of monitors in every section of the country who will take up a letter-writing campaign against any commentator who disagrees with what they advocate.**

Within the last fortnight, the CIO, at long last taking cognizance of the political tide, has expelled a number of unions because of pro-Communistic leanings. Among them was the American Communications Assn., with 10,000 members— some in the radio field.

Need more be said? It should have been obvious all along that the Kremlinites could not ignore radio or TV—the swiftest and most potent means of reaching the people.

First station to take affirmative steps to root out possible subversives is KFI-AM-FM-TV Los Angeles. It is requiring a loyalty oath of all employes [BROADCASTING, June 12]. One staffer already has been dismissed because she refused to sign the pledge.

In our democracy, it always has been a popular parlor game to be a "liberal" and stoutly defend the right of any citizen to do almost anything except violate the traffic regulations. When we're mustering our defense forces, while the Muscovites hurl insult and defiance, it's no time to deal in the niceties of liberalism.

We think every station in the nation, every network, every supplier of programs, should follow the Earle Anthony lead, and demand loyalty oaths of every employe.

WE ARE GLAD to see the NAB board take a strong stand against FCC's handling of the Richards case (see story this issue). There is an un-dignity about the dog-fight between counsel in the hearing that ill becomes an "impartial" agency and epitomizes, we think, the Commission's entire conduct of the case. General Counsel Benedict P. Cottone's assumption of—or assignment to—personal direction of the FCC's case in itself belies the claim this is not a "prosecution." We have heard no good word from him about any phase of the Richards operations, though it is inconceivable that nothing good exists and we had thought, perhaps naively, that FCC's obligation to elicit the facts encompasses those which are good as well as those it thinks bad. Is such a one-sided presentation not itself "slanted"? In the circumstances we cannot blame Hugh Fulton, counsel for the Richards stations, for fighting with any weapons he can lay hands on. If FCC has a case, let it cut the horseplay and present the facts, without prejudice or bias.

our respects to:

MELVIN BRORBY

THE VERSATILE man sometimes drifts into mediocrity while trying to develop his skills separately. Few exercise the good judgment of Melvin Brorby, who 25 years ago saw in the advertising agency a perfect instrument for nourishing and blending his diverse talents under one roof.

That he has succeeded is evidenced by the honors his profession and community have bestowed upon him.

A first lieutenant in the adjutant general's department during World War I, the future partner in Needham, Louis & Brorby, Chicago, returned from France after the 1918 Armistice for an extra year at the U. of Wisconsin. But the next four years took him to many countries. A fellowship with the American Field Service in France, attendance at the Second Assembly of the League of Nations, and months of travel and study in countries administered by the League prepared him for diplomatic service.

Back in the United States there were a

(Continued on page 48)

Static & Snow

By AWFREY QUINCY

JUST as a suggestion to the Voice of America: In beaming programs to the Russians, why not use the tobacco auctioneer? We'll bet the Moscow strategists will think twice before applying the usual jamming tactics to Mister Speed Riggs.

* * *

Is there an ache in your gross billings or a twinge in your balance sheet? What you need, Pal, is a doctor (ethical)! Puzzled? You'll find the Keyes at Russel M. Seeds where "June is busting out all over."

* * *

Said McConnell the Joe to Stanton the Frank
"In fishing for Hope all you drew was a blank"
Said Stanton the Frank to McConnell the Joe
"But Edwards the Ralph was a neat counter-blow."
Said Trammell the Niles to Paley the Bill
"With Groucho and Hope I'm primed for the kill"
Said Paley the Bill to Trammell the Niles
"I've got gimmicks, devices and bucks stacked in piles."

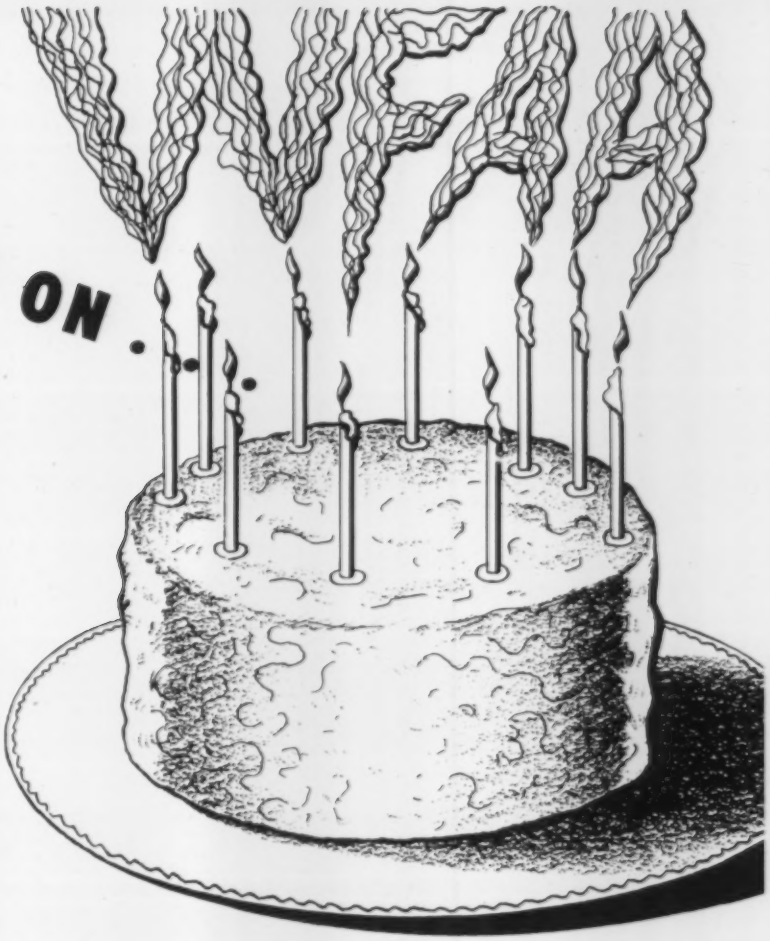
* * *

At RMA meeting, the FCC Chairman DEnounces industry for being coy to FM and stresses DEfects in AM and DEsirable advantages of FM. Decoy?

* * *

After analyzing successful use of singing spots by A&P to promote cantaloupes, we're burying a phonograph, sprinkled with tea-leaves, in the vine section of our garden.

AND ONE TO GROW ON . . .



Oct. 5 '49.. Early Birds (WFAA-820, 7:15-8 a.m.) contest for car award draws 32,000 replies.

Dec. 12 '49.. "Laugh with the Ladies," initial broadcast, Stokely's Finest Foods sponsorship.

Feb. 13 '50.. Mrs. Tucker's Shortening begins seventeenth year of programming on WFAA-820.

Mar. 17 '50.. WFAA staff takes over KBTV after FCC approval of purchase.

May 7 '50.. Nineteenth year for "One Man's Family" on WFAA-820.

May 9 '50.. Awarded Sigma Delta Chi prize for radio reporting of disastrous plane crash at Dallas' Love Field in November, 1949.

May 21 '50.. WFAA-TV on the air, replacing KBTV.

May 24 '50.. FCC approves installation and new site for 570 transmitter for improved coverage of Dallas area.

June 13 '50.. Only station to telecast Secretary of State Dean Acheson's dramatic foreign policy speech.

WFAA

820 KC-NBC • 570 KC-ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

WHERE YOUR ADVERTISING DOLLAR BUYS MORE . . . . . WFAA

CHANNEL EIGHT . . .
DuMont, Paramount network affiliations now . . . NBC, ABC soon
REPRESENTED NATIONALLY BY ADAM YOUNG TELEVISION, INC.

WFAA-TV

HIGHLIGHTS MARKING THE 28th YEAR OF KNOWMANSHIP

front office

LEE PHILLIPS, sales manager WTTT Coral Gables, Fla., appointed station manager. With station since November 1949. Before that general manager WKJF Pittsburgh.

THOMAS P. EGAN, account executive, WCUE Akron, Ohio, named executive merchandising director. Will establish merchandising, publicity and promotion campaign for WCUE timebuyers. Was WHKK Akron promotion manager.

WILLIAM V. HUTT, promotion manager *Arkansas Gazette*, Little Rock, to KLRA Little Rock, *Gazette* station, as general manager. With *Gazette* since January. Before that with WKY Oklahoma City. Succeeds **EDWARD V. MURPHY**, resigned, who remains consultant to station.

HAL FROELICH, account executive Adam Young Television Inc., Chicago, national TV representative, to KOTV (TV) Tulsa, Okla., sales staff.

C. R. (HI) BRAMHAM, sales staff WKDA Nashville, to WSM-TV Nashville as local sales chief. Was with General Outdoor Co. until 1947 as national contact and local salesman. Will work with **IRVING WAUGH**, WSM-AM-TV commercial manager.

CHARLES L. UNGER, KNOR Norman, Okla., to KGLC Miami, Okla., sales department. Was with KBYE Oklahoma City.

DON L. CHAPIN, WLWT (TV) Cincinnati, to WKRC-TV Cincinnati as local sales manager. With WLWT nearly two years. Before that announcer and sales manager WMOH Hamilton, Ohio.

DICK WELLS resigns as general manager Upper Michigan-Wisconsin Bcstg Co. stations WJMS Ironwood, WIKB Iron River, Mich., and WATW Ashland, Wis.

S. R. SAGUE, president WSRS Cleveland; **H. G. PABST**, assistant to president; **JACK D. KELLY, WILLARD L. DOUGHERTY** and Chief Engineer **BEN WHITTAKER** named to WSRS advisory board to coordinate operations various departments.

JAMES E. LOWELL, WSSV Petersburg, Va., salesman, named commercial manager.

JACK MAJOR, general manager WREN Topeka, Kan., named general manager KJAY Topeka.

CLYDE R. SPITZNER, executive director Philadelphia Junior Chamber of Commerce, named commercial manager WIP Philadelphia.

KWTC Barstow, Calif., joins **Liberty Broadcasting System.** Concurrently names **Western Radio Sales**, Hollywood, as representative.

SCHEPP-REINER Co., N. Y., appointed national sales representative WPIK Alexandria, Va.

RALPH E. McKINNIE, CBS-TV network sales and formerly DuMont TV network sales, to Paul H. Raymer Co., N. Y., as account executive.

ARTHUR H. SHERIN Jr., account executive Avery-Knodel Inc., N. Y., named director TV sales. **N. R. MADONNA**, Donald Cooke Inc., replaces Mr. Sherin.

JOHN R. CONLEY to commercial staff KJCK Junction City, Kan., as local sales representative.

DON RICH, advertising and business departments *Convention Magazine* named account executive WMID Atlantic City.

AL ALBINGER, station manager WCOL Columbus, Ohio, named commercial manager KTMS Santa Barbara, Calif.

FRANK PRICE, public relations man American Railway Express, Xenia, Ohio, to KTMS Santa Barbara, Calif., sales staff.

RICHARD J. QUIGLEY Jr. to John Blair & Co., St. Louis, as account executive July 1. Was salesman MBS New York and KXLW St. Louis.

FORT INDUSTRY CO., Birmingham, Mich., office changes telephone

50,000-watt WBT is the biggest single a

—Because WBT reaches the most people (a total of 577,880 radio families every week)!*

*BMB 50-100% Daytime Listening Area

number from Birmingham 4760 to Midwest 4-7700. Detroit line remains JOrdan 4-5910.

MARVIN R. BRIGGS, KECA Los Angeles sales staff, to KECA-TV sales staff.

Personals • • •

LEE FONDREN, national sales manager KLZ Denver, elected secretary Denver Lions Club. . . . ROBERT M. SMITH, commercial department WSAZ Huntington, W. Va., re-elected secretary Huntington Advertising Club. . . . ALEX C. KEESE, sales staff WFAA Dallas, named chairman radio-TV committee Dallas Advertising League's Community Service Committee handling publicity-advertising Dallas County 1950 Community Chest campaign.

WILLARD L. DOUGHERTY, account executive WSRS Cleveland, returns to station after month in hospital for emergency appendicitis and ulcer operation. . . . IRVING E. ROGERS, publisher Lawrence (Mass.) *Eagle-Tribune*, president-treasurer Hildreth & Rogers Co., owner and operator WLAW Lawrence, presented first annual Rabbi Joshua Loth Liebman Award June 14 for "outstanding promotion of interracial tolerance."

JOHN FINDLEY, salesman WBBM Chicago, to marry Geraldine Briede in Chicago July 1. . . . DON McBAIN, vice president-chief engineer KCMJ Palm Springs, Calif., father of boy, James Webster. . . . AMOS BARON, radio sales manager KECA Hollywood, returns to desk after recuperating from broken leg suffered in fall 15 months ago. . . . JACK S. YOUNTS, president-general manager WEEB Southern Pines, N. C., appointed to Governor's Advisory Committee on Highway Safety. Also serves on advisory committee of State Communication Study Commission.

Ringgold Promotion

HANQUE RINGGOLD, Eastern sales manager, Edward Petry & Co., was elected vice president in charge of Eastern sales and a director of the company at a recent board meeting. Petry board now has five members, as authorized by the New York State Court of Appeals [BROADCASTING, May 29], including Edward Petry, president; Henry Christal, secretary and treasurer; Edward Voynow, Chicago manager; Gordon Gray, vice president, WIP Philadelphia, and Mr. Ringgold.

DURING his inspection of WBAP-AM-FM-TV Fort Worth's radio-television center, Edward J. Noble (l), chairman of the board of ABC, tells Harold Hough, director of the outlets, that the plant is "the finest, most compact layout anywhere." Mr. Noble was in Fort Worth June 5 on his way to look over some Texas oil properties he is interested in.

ELECT REAGAN

Heads Hollywood Ad Club

J. NEIL REAGAN, manager of the Hollywood office of McCann-Erickson Inc., has been elected first vice president of Hollywood Advertising Club. Homer H. Boelter, Homer H. Boelter Lithography, was elected president.

Other officers named were Robert J. McAndrews, managing director, Southern California Broadcasters Assn., second vice president; Georgia Wash Holbeck, assistant advertising manager, Van de Kamp's Bakeries, secretary; Wade E. Bennett, vice president, Hollywood State Bank, treasurer.

WOL CHANGES

3 Named in Realignment

THREE changes in a staff realignment of WOL Washington have been announced by Fred A. Palmer, manager.

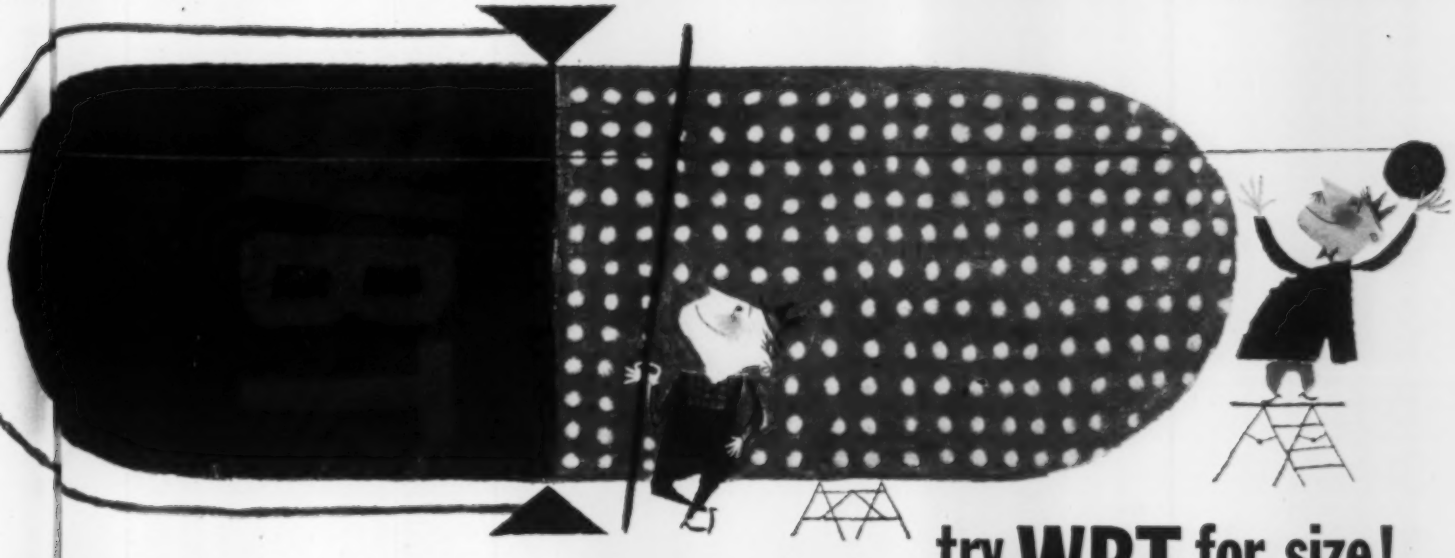
Al Fillips, staff announcer, becomes program director, succeeding Edgar Parsons, assistant manager, who will concentrate on promotion and public relations. New member of the staff is Richard P. Martin, replacing Mrs. Jane Neale, business manager, who is retiring.

Mr. Fillips was with WWVA Wheeling, W. Va., and WPIT Pittsburgh before coming to Washington and was with WOL under Cowles ownership. Formerly manager of WRFD Worthington, Ohio, Mr. Parsons came to Washington when the People's Broadcasting Corp., WRFD licensee, purchased facilities on 1450 kc and the WOL call letters.

WWL Farm Tour

HEADED by George Shannon, farm service director for WWL New Orleans, some 50 farmers have left on a 17-day goodwill tour of the capital cities and agricultural regions of six Central American countries. Tour is sponsored by the International House of New Orleans and Pan American Airways, in conjunction with WWL. Mr. Shannon will make on-the-spot recordings during the trip which will be used on his WWL *Farm Front Reporter* program.

gle advertising medium in the Carolinas!



try WBT for size!

JEFFERSON STANDARD BROADCASTING COMPANY • 50,000 WATTS • REPRESENTED BY RADIO SALES CHARLOTTE, N. C.

WHAT'S THE INSIDE STORY?

EVERYBODY knows the *big* story. Any way you say it—audience, cost or results—50,000-watt KMOX is by far the best advertising buy in 73-county Mid-America.*

Now Pulse reveals the *inside* story!

IN METROPOLITAN ST. LOUIS (4-COUNTY HEART OF MID-AMERICA), KMOX DELIVERS A BIGGER AUDIENCE THAN ANY OTHER STATION.† AT A LOWER COST-PER-THOUSAND.

It's one inside story you can shout about. Daytime, you get almost twice as many listeners per average quarter-hour...at a 13% lower cost-per-thousand! Nighttime, you get a 65% larger audience...at a 30% lower cost, *only $1.55 per thousand!*

And *anytime*, all of KMOX's listeners in the other 69 counties are a whopping bonus!

You can say that again. *Inside* St. Louis—as well as outside—KMOX gives you *more* listeners at *less* cost than any other station!

**BMB 50-100% daytime listening area, 1949; 66 counties nighttime.*
†The Pulse of St. Louis, March-April 1950, Monday through Friday ratings for St. Louis City and these counties: St. Charles, St. Louis, Madison and St. Clair.

50,000 watts • The Voice of St. Louis KMOX
Columbia Owned • Represented by Radio Sales

air-casters

DEANE S. LONG, Deane Long Tel-Rad Productions Inc., San Diego, to KVOE Santa Ana, Calif., as program director.

PEGGY LEE COVINGTON to traffic department WSVS-AM-FM Crewe, Va.

CARL RUSSELL named film director WBKB (TV) Chicago.

JAMES RUDDLE, Tulsa U. student, to announcing staff KSEK Pittsburg, Kan.

MARTIN RITT, director-actor, named CBS-TV producer-director. First assignment *Starlight Theatre*.

CARL BAREFOOT, U. of Richmond graduate, to WXGI Richmond continuity department.

WENDELL WILSON, new to radio, to announcing staff KJCK Junction City, Kan.

AL OWEN, program director WFPG Atlantic City, N. J., named production manager WMID Atlantic City.

GLORIA RODGERS to continuity department WJAS Pittsburgh.

RAYMOND WHITEHOUSE, producer CBC International Service, Montreal, transferred to CBR Vancouver as drama producer.

JAY TROMPETER resigns as staff announcer WMOR (FM) Chicago.

BOB SMITH to announcing staff WBBM Chicago, replacing **EARL NIGHTINGALE**, resigned to freelance.

TOM SARNOFF, KECA-TV Los Angeles production staff, named assistant production manager.

CHUCK LAWSON, WGTC Greenville, N. C., to KBON Omaha announcing staff.

LANSING BAILEY Jr., music director KRON-FM-TV San Francisco, on two-month trip to Paris, France. **MARTIN ZEIVE**, KRON staff member, substituting.

ARVED CHRISTENSEN, winner fourth annual KFAB Omaha-U. of Nebraska Scholarship Award, to KFAB staff for summer.

ELLIOTT LEWIS, producer-director-actor, named to produce and direct CBS *Suspense* upon its return to air Aug. 31. He replaces **WILLIAM SPIER**, resigned.

DAN ECKLEY, new to TV, named stage director KECA-TV Hollywood *Hacienda Varieties*.

JERRY JEROME, arranger-conductor, named musical director WPIX (TV) New York.

E. M. PLUMSTEAD, program director WSGN Birmingham, to U. of Alabama as instructor radio department.

BILL ROBINSON, announcer CKBB Barrie, Ont., to CHUM Toronto.

ROBERT WHITAKER, announcer-newscaster WPAY Portsmouth, Ohio, resigns to enter stock brokerage work in Houston.

EDWARD P. HASSETT, WERS (FM) Boston, to announcing staff WLAW Lawrence, Mass.

SAM BRADLEY, KCHS Hot Springs, N. M., to WLDY Ladysmith, Wis., as combination engineer-announcer.

MARIANN ANDERSON, receptionist KRON-TV San Francisco, promoted to program department.

BEN STARR and **LARRY KLEIN** signed as writers NBC *Sara's Private Caper*.

BOB PROVENCE, WKNA Charleston, W. Va., program director, to receive honorary title of "State Farmer" from West Virginia Assn. of Future Farmers of America at 22d annual state convention in July.

ARTHUR FLYNN, announcer-sportscaster WLAW Lawrence, Mass., Republican candidate for sheriff in Essex County.

BEE CANTERBURY, NBC Hollywood press department, elected president Los Angeles Alumni Chapter, Theta Sigma Phi, national honorary Sorority for women in journalism.

JO STAFFORD, singer CBS *Carnation Hour* and *Club 15*, awarded Gold Heart by American Heart Assn. for "outstanding assistance during 1950 Campaign for Funds to Combat Heart Disease."

JIM MOORE, KGO San Francisco announcer, father of boy.

JIMMY LYONS, KNBC San Francisco disc jockey, named "Disc Jockey of the Year," by *Metronome*, national music magazine.

HOWIE LEONARD, staff announcer-disc jockey WALE Fall River, Mass., and Lolly Stein announce marriage.

WILLIAM C. TRACEY, publicity-promotion director WSAZ-AM-FM-TV Huntington, W. Va., elected to board of directors Huntington Advertising Club.

STAN WARWICK, announcer KOIN Portland, Ore., father of boy, Scott, June 13.

ED SPRAGUE, traffic manager KTMS Santa Barbara, Calif., father of girl, Karen Gale Willis, May 27.

WILLIAM TAYLOR, WBKB (TV) Chicago director, and Dr. Gloria Hilker announce marriage June 17.

News • • •

ROBERT M. SMALLEY to Don Lee Network as special writer for **Sam Hayes** newscasts. Was announcer-writer Armed Forces Radio station WVTD Admiralty Islands.

BRUCE MacFARLANE, newswriter MBS in Chicago, and **WILLIAM L. THOMPSON**, Chicago manager BROADCASTING, initiated into The Headline Club, Chicago professional chapter, Sigma Delta Chi journalism fraternity.

E. W. ZIEBARTH, newscaster WCCO Minneapolis, leaves on assignment to cover Europe and Middle East.

DON RATCHFORD, graduate U. of Notre Dame, and **PETE EDWARDS**, graduate Washington U., St. Louis, to news department KXOK St. Louis.

JIM SNYDER, news department KDKA Pittsburgh, and Anne M. Rule married June 17.

CHET CAMPBELL, NBC Chicago press writer, and Alice Jayne Carpenter married June 10.

WVAM ALTOONA FIRST

You're on the **INSIDE** with the **OUTSIDE** audience on **WVAM. ONLY** 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD JOHNSTOWN FIRST

HOOPER RATINGS

Time	WARD	B	C
8-12	47.6	25.6	26.1
12-6	37.4	34.5	26.6
6-10:30	39.4	33.5	25.9
Total	40.4	32.1	26.2

Jan.-April, 1950
C. E. Hooper, Inc.

Represented by **Weed & Company**

THE PONCE SHOW
Blazes Success Trail

SOMETIMES it takes such factors as a coffee manufacturer's first business look at radio and a program that has universal appeal to make a radio success. Those very factors have melded at WROV Roanoke, Va., to skyrocket a program from one station to a seven station lineup in two states.

Over a year ago, Hayden Huddleston, WROV sales representative, interested the management of the Ponce De Leon Hotel Restaurant in the possibilities of a breakfast-type, once-a-week audience participation show. Called *Breakfast at the Ponce*, the program went on the air under the restaurant's sponsorship. Ladies attending are served breakfast and members of the audience receive prizes.

When Harold Woods, owner of Woods Bros. Coffee Co., one of the South's leading blenders and

Setting ladies' fashions is Hayden Huddleston (l), originator of the Ponce series, with a guest, Carolyn Evans, Crosley Corp. home economist.

* * *

roasters and a Ponce supplier, heard the show, he was attracted and a few weeks later assumed sponsorship, adding a number of features. As good results were obtained, the coffee firm added WWOD Lynchburg, WKEY Covington, WPUV Pulaski and WMVA Martinsville. A spot check of sales a few weeks later moved Woods Bros. to expand to two North Carolina markets—WCOG Greensboro and WSAT Salisbury. Now the program—production and clearance handled by WROV—is being considered for still additional markets.

UN Radio-TV Meet

MEETING of managers and program directors of Southern California radio and TV stations has been called for Wednesday (June 28) by Mrs. Dorothy Lewis, coordinator of U. S.-United Nations Radio Station Relations. Purpose is to acquaint Southern California stations with UN radio plans and explain the basis for commercial sponsorship of UN radio productions. Meeting will be held in Don Lee's Studio 2.

Collins 300G 250 watt AM transmitter

Here are 119 excellent reasons for making yours a 300G

Before building their new stations or replacing their obsolete transmitters, the one hundred and nineteen 250-watt broadcasters listed below made a critical study of available equipment. They chose the thoroughly engineered, well constructed, completely reliable Collins 300G because its reputation and their examination convinced them it would serve them and their listeners best.

You can profitably follow their example. This wide-spread ownership is a powerful recommendation. Whether your plans call for new construction or modernization, be sure to get in touch with your nearest Collins representative.

Owners of 300G transmitters

WULA	Eufaula, Ala.
WHBB	Selma, Ala.
WHTB	Talladega, Ala.
KCLF	Clifton, Ariz.
KRUX	Phoenix, Ariz.
KELD	El Dorado, Ark.
KXAR	Hope, Ark.
KHUM	Eureka, Calif.
KSPA	Santa Paula, Calif.
KDAC	Ft. Bragg, Calif.
KPPC	Pasadena, Calif.
KVEN	Ventura, Calif.
KBOL	Boulder, Colo.
WNAB	Bridgeport, Conn.
WNHC	New Haven, Conn.
WWCO	Waterbury, Conn.
WPCF	Panama City, Fla.
WFTL	Ft. Lauderdale, Fla.
WTRR	Sanford, Fla.
WTTT	Coral Gables, Fla.
WROD	Daytona Beach, Fla.
WWPF	Palatka, Fla.
WTAN	Clearwater, Fla.
WMMB	Melbourne, Fla.
WDLF	Deland, Fla.
WCOH	Newnan, Ga.
KVMV	Twin Falls, Idaho
KPST	Preston, Idaho
WQUA	Moline, Ill.
WVLN	Olney, Ill.
WHOT	South Bend, Ind.
WIKY	Evansville, Ind.
WJVA	South Bend, Ind.
KWCR	Cedar Rapids, Iowa
KICM	Mason City, Iowa
KWPC	Muscatine, Iowa
KICD	Spencer, Iowa
KLKC	Parsons, Kans.
WHIR	Danville, Ky.
WIEL	Elizabethtown, Ky.
WKIC	Hazard, Ky.
KANE	New Iberia, La.
KRUS	Ruston, La.
KVOL	Lafayette, La.
KLIC	Monroe, La.
WJOR	Bangor, Maine
WDYK	Cumberland, Md.
WCEM	Cambridge, Md.
WASL	Annapolis, Md.
WBCC	Bethesda, Md.
WHTC	Holland, Mich.
WKLK	Cloquet, Minn.
KXRA	Alexandria, Minn.
KROC	Rochester, Minn.
WEVE	Eveleth, Minn.
KBZY	Grand Rapids, Minn.
KBMW	Breckenridge, Minn.
WCLD	Cleveland, Miss.
WKOZ	Kosciusko, Miss.
WHOC	Philadelphia, Miss.
WMBH	Joplin, Mo.
KFMO	Flat River, Mo.
KSIM	Sikeston, Mo.
KGEZ	Kalispell, Mont.
KXGN	Glendive, Mont.
KELY	Ely, Nev.
WKBR	Manchester, N.H.
KOBE	Las Cruces, N. Mex.
WCSS	Amsterdam, N.Y.
WABY	Albany, N.Y.
WHDL	Olean, N.Y.
WKAL	Rome, N.Y.
WGVA	Geneva, N.Y.
WHLI	Hempstead, N.Y.
WHUC	Hudson, N.Y.
KOVC	Valley City, N.D.
WJER	Dover, Ohio
WMOH	Hamilton, Ohio
WMOA	Marietta, Ohio
WWSO	Springfield, Ohio
WPTW	Piqua, Ohio
KNOR	Norman, Okla.
KGFF	Shawnee, Okla.
KVSO	Ardmore, Okla.
KVLH	Pauls Valley, Okla.
KNPT	Newport, Ore.
WILK	Wilkes Barre, Penna.
WVPO	Stroudsburg, Penna.
WWON	Woonsocket, R.I.
WPLI	Jackson, Tenn.
WSDA	Nashville, Tenn.
WJJM	Lewisburg, Tenn.
WIRJ	Humboldt, Tenn.
KTFY	Brownfield, Texas
KIWW	San Antonio, Texas
KUNO	Corpus Christi, Texas
KTFS	Texarkana, Texas
KRCT	Baytown, Texas
KOSF	Nacogdoches, Texas
KSTA	Coleman, Texas
KORA	Bryan, Texas
KFYN	Bonham, Texas
KTXJ	Jasper, Texas
KCLW	Hamilton, Texas
KMHT	Marshall, Texas
KCNY	San Marcos, Texas
WSKI	Montpelier, Vt.
WLOW	Portsmouth, Va.
WPUV	Pulaski, Va.
KBKW	Aberdeen, Wash.
KWIE	Kennewick, Wash.
WMON	Montgomery, W. Va.
WCAW	Charleston, W. Va.
WKOY	Bluefield, W. Va.
WLCX	La Crosse, Wisc.
KOWB	Laramie, Wyo.
KOVE	Lander, Wyo.
KGOS	Torrington, Wyo.
KWOR	Worland, Wyo.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18 · **2700 W. Olive Ave.** BURBANK · **1330 N. Industrial Blvd.** DALLAS 2 · **Dogwood Rd., Fountain City** KNOXVILLE · **417 Rosalyn Ave.** DAYTONA BEACH

programs promotion premiums

POST CARD DRAWINGS KRMG Tulsa booth at Tulsa Home Show highlighted by drawings of Joe Knight, disc jockey. Booth visitors received "Knight-mares," post cards with photo of Mr. Knight in suit of armor on one side and caricature drawing done by him on address side. KRMG reports some 50,000 people visited booth where 15 shows were originated.

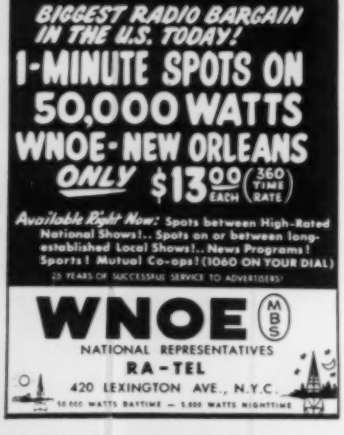
SOIL AWARDS WMT Cedar Rapids, Iowa, gave special awards to four farmers during Soil Conservation Week in Iowa (June 12-18). Selections based on soil conservation practices and leadership. Awards, engraved bronze plaques, presented during special broadcast.

AGENCY FOLDER HUGO WAGENSEIL & Assoc., Dayton, distributing small folder with cut-out in shape TV screen announcing: "We Mean Business! . . . it's our business to see that your business makes money." Theme is that advertiser needs "production group that understands TV advertising."

COMMUNITY NEWS WPTZ (TV) Philadelphia, *Community Call-Board*, daily, 1:45-1:55 p.m. Uses community activities news—church suppers, club meeting, etc.—through cooperation of small newspapers. Presented on moving tape backed with recorded music. Viewers urged to send items in for processing. Credit given newspaper items. Program handles average 100 items weekly.

INTERVIEW SERIES WAAF Chicago, *Here Is the Story*, daily series, 10:30-45 a.m., sustaining. Letters sent to Community Referral Service of Chicago used as basis for Thursday feature of daily series. Miss Ruth Moore, community worker, conducts interviews with guests and outlines story.

SAMPLE BOXES ABC Hollywood sent sample boxes Kix breakfast food to Pacific Coast radio and trade paper columnist and grocery trade to promote start of Commentator Frances Scully's five-weekly *Today in Hollywood* for General Mills (Kix). Banner on box read: "Important Announcement Inside." Contained insert reading: "For Kix—Hear Hollywood News While It Is News. . . . *Today in Hollywood.*"


Mr. Time Buyer:
Before you take off on your vacation, check your Fall Schedules against this!
BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS
WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)
Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)
25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS!
WNOE MBS
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

OLD-FASHIONED PICNIC WKY Oklahoma City, July 4, co-sponsors with Oklahoma Publishing Co. old-fashioned American picnic for some 400 displaced persons of World War II now living in Oklahoma. Full afternoon and evening of entertainment planned. WKY-TV will originate 30-minute telecast of program from Belle Isle Park, using mobile unit.

HOMEMAKERS CONTEST WFOR Hattiesburg, Miss., co-sponsored with Sackler Furniture Co. letter-writing contest on city's "greatest civic needs." Prize each week was 10% down-payment on winner's choice of furnishings from Sackler. Contest launched on *Crosstown*, husband-wife program. Stars are Cil and Dave Waite.

VACATION TRIPS WLWT (TV) Cincinnati, *TV Travelogue*, Sun., 2-2:30 p.m., participating sponsors (travel, allied industries). Producer: Honore Nichols. Uses Burton Holmes type-narration by Bill Nimmo with films, stills showing viewers historical spots, scenic wonders for "The Tour of the Week." Concentrates on trips in range of average budget, advantages of all-expense prepaid trips from $50 to $200 from five to 14 days.

PRESTIGE PAMPHLET KTUL Tulsa sending out pamphlet titled "The Margin of Prestige." Lists members of station staff who belong and participate in local and national clubs, organizations and public services.

LITTLE LEAGUE GAMES KCOH Houston, daily play-by-play Little League baseball games, Continental Oil Co., sponsor. Station reports educators, welfare agencies and public officials praise broadcasts as aid in combating juvenile delinquency. All adjacencies sold first week games started. Old South Cafeteria, Houston, sponsors pre-game warm up, *Little League Big Talk*. League backed by Houston business men.

ELECTION RETURNS WRNL Richmond, Va., election returns June 13. Cleared all programs to give continuous returns from newsroom of Richmond *News Leader* on election of nine city councilmen. Station staff was aided by seven newsmen from *Leader*.

FASHION SHOW WHIO-TV Dayton, *World of Fashion*, Mon.-Fri., 1:30 p.m. Fashion news on clothing, jewelry and other feminine notes. Judy King, star of show, interviews guests and models famous jewels for TV audience.

FIRE FIGHTING STORIES WSRS Cleveland, Ohio, *Men vs. Fire*, Mon., 7 p.m., public service. Built around stories of fire fighting. Presented by Pilgrim Players. Material prepared by Chief Harry Ohlrich, Cleveland Heights Fire Dept., in conjunction with Greater Cleveland Safety Council.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

TAKES OVER STORE

WITZ Jasper-Huntingburg, Ind., sales staff took over St. Angelo's Men's Store when owner was called out of town. Broadcast line was installed for "on the scene" broadcasts at St. Angelo's, which sponsors *Battle of Witz* show every Friday night. Various stunts with special gifts drew 60% increase in business that Saturday over corresponding day year before. Result: Sponsor St. Angelo renewed his contract for show. .

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

CORN GROWER CONTEST WKY Oklahoma City sponsors third annual corn growing competition in search for Oklahoma's "Champion Corn Grower." Title will go to farmer reporting highest yield of corn entered in 1950 contest. All growers who enter and produce yields of 50 bushels per acre or better will receive certificates signed by Gov. Roy J. Turner.

FAMILY PICNIC WBEL Beloit, Wis., held first annual family picnic for 4,000 listeners at Beloit playground. Program included softball game between listeners and sponsors with listeners, captained by Rog Burns, WBEL sports announcer, losing 13-10. Sponsors' team players included "Miss Wisconsin"; J. A. Reilly and John Phillips, Armour & Co.'s Chicago advertising department.

TEEN-AGE FROLIC KEYL (TV) San Antonio, *Teen Canteen*, Sun., 6 p.m. Proverbial corner drug store moves into studios with soda fountain and all. Youth opportunity show where talent competes for weekly honors. Highlight is coronation of "Teen Television Queen of the Week." Frank Bennack Jr. is m. c.

PROMOTES HOPALONG CKLB Oshawa, Ont., used spot announcements and station breaks announcing Hopalong Cassidy series coming to Oshawa. Announcements tied-in Hopalong movie to appear at local theatre and mentioned article about him in *Life* magazine Also used sound truck touring city streets.

PUBLIC MEDICAL SHOW WKY-TV Oklahoma City, June 7, 2-3 p.m., lecture and demonstration for public on treating polio. Other telecasts, on closed circuit, were shown for Oklahoma Medical Assn. annual meeting June 5-7. Demonstrations originated from Crippled Children Hospital by means of station's mobile unit.

TALENT HUNT WRFD Worthington, Ohio, June 25 started hunt for talent in state. Called "Ohio Auditions," project under direction of Joe Rockhold, WRFD staffer. Will choose one winner from every county who will compete in district contest where three finalists will be picked. Winner gets year-long contract with station; runners-up receive shorter contracts.

TV DOG SHOW WTTG (TV) Washington and Atherson Pet Shop co-sponsored dog show June 24. WTTG's Cal Pierson was judge. Prizes awarded for "Best Behaved Dog," most unusual feat or trick dog and "Doggiest Dog." Winner in each class picked on *Pierson's Pet Shop Show* and presented with silver loving cups.

RESORT SAFETY CARDS WEAU-AM-FM Eau Claire, Wis., advocates safety in swimming at summer resorts by distributing 5,000 cards to 75 resorts in Wisconsin's Indianhead Country. Also lists outlets' news schedule.

MERCHANDISING BULLETIN WRVA Richmond, Va., distributing *WRVAds* free to drug and grocery trade in area. Contains merchandising news of spot and program schedules.

BEATING THE DRUMS MBS mail folder headed "Mister Plus Beats 'em All," piece invites sponsors' inspection of recent promotion records set by network's stations for food company, razor firm and drug manufacturer. Sub copy adds: ". . . You can't beat 500 drums—but we can . . . and Mutual offers you 500—on nearly twice as many Main streets as any other network ever trod."

AIRS HOFFMAN SPEECH WCAW Charleston, W. Va., claims exclusive direct broadcast of speech by Paul G. Hoffman, Marshall Plan administrator, at recent Governors' Conference, White Sulphur Springs. Michael Blancard, WCAW newsman, commended by New York Gov. Dewey and other notables for handling, and station for alertness arranging broadcast.

FAN AND BALL WIRL Peoria, Ill., issues new promotional unit for Peoria sponsors' use in show window or display room. Floor fan and plastic beach ball with copy on sponsor's program printed on ball. When fan is turned on, ball rotates slowly, supported only by air currents.

open mike

Seek Health Show Data

EDITOR, BROADCASTING:

In preparation for a national meeting of the American Public Health Assn., the New York State Dept. of Health is anxious to get details of low-budget, local health programs which are broadcast by stations throughout the country.

If possible, I would appreciate your inserting a small item . . . asking stations with such programs to submit details concerning them to me.

Miles Heberer
Director, Radio Bureau
Dept. of Commerce
State of New York
Albany

* * *

Notes Record Speed

EDITOR, BROADCASTING:

In regard to the free advertising copy offered stations by a record player manufacturer [BROADCASTING, June 19, p. 70], I observe that the sample announcement published . . . states that radio stations have obtained higher fidelity recordings as a result of the use of the slower speed. Actually, the reduced speed has nothing to do with the improvement in fidelity or quietness; in fact, it is even more difficult to obtain good high-frequency response with the lower speed, and the high quality that has generally accompanied 33 rpm transcriptions represents a triumph over the special difficulties presented by the speed itself.

J. T. Boyer Jr.
Washington

* * *

Likes BBC Programming

EDITOR, BROADCASTING:

May I add my humble opinion to the comments of Dr. Bartlett [OPEN MIKE, BROADCASTING, June 5] on your editorial titled "John's Other Bull" [BROADCASTING, May 8]. Both the editor of BROADCASTING and Dr. Bartlett deserve the highest praise for bringing a vital radio issue before the public—radio programming.

. . . As an American who has observed and worked in radio since 1930, I like the American way of free enterprise, with the FCC as the only government control of radio. . . .

But . . . as an observer of BBC while stationed in England with the U. S. Army, I like their programming idea whereby they use three wave lengths—the "Light" (mostly variety shows and dance music), the "Home" (slightly heavier fare), and the "Third Program" (strictly cultural).

. . . By having powerful stations and boosters strategically located, one channel would carry music (popular, classical and folk) all the time, one channel would carry news and special events all day, and the third would carry comedy or variety programs all the time. Then the listener could hear the type of program he wanted WHEN he wanted it, by dialing one of these channels. . . .

Ed Galbreath
Radio Instructor
Statesville, N. C.

[EDITOR's NOTE: We're pleased that Mr. Galbreath likes our discussion. We too have heard BBC, and understand why the stations in Luxembourg, Normandy, and other non-British points, are tuned in by so many Britishers. You see they use delayed recordings of U. S. commercials, soap operas and all.]

PROGRAM ADS

Refused by 'Journal'

SCHEDULE of six 120-line advertisements promoting the Lucky Social Security Numbers programs, heard on WMAW Milwaukee, was refused Wednesday by the Milwaukee *Journal* (WTMJ). The ads were placed by Saxton Agency for its client, Roth Appliance Distributors. The *Journal* contended the program constituted a lottery under the state's anti-gambling laws.

The Milwaukee *Sentinel* is carrying the program promotion. Lucky Social Security Numbers programs are also broadcast in Wisconsin on WAUX Waukesha and WRJN Racine.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

BEFORE YOU BUY IN HARTFORD . . .

See WDRC's new Market Study . . . for Hooper ratings, coverage, market figures. WDRC is your best buy! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

FIRST... ...with a SLIM TRIM DYNAMIC for TV

RESPONSE: 40-15,000 C.P.S. ± 2.5 DB

POWER RATING: −53

OMNIDIRECTIONAL

ACOUSTALLOY DIAPHRAGM

BLAST FILTER

CHANGEABLE LOW IMPEDANCE

REMOVABLE SWIVEL

½" OR ⅝"-27 THREAD MOUNTING

CANNON XL-3 CONNECTOR

ALL PARTS PRECISION GROUND

• New "655" Microphone Provides Ultra-Wide Range, High Fidelity Response • Pop-Proof • More Rugged, More Versatile • Individually Laboratory Calibrated

Here, *for the first time*, you have a slim, trim microphone with all the advantages of *dynamic* performance and utility! Only because of the ingenious *Acoustalloy* diaphragm and other E-V developments has it become a reality! Meets the highest standards of TV, FM and AM.

No additional closely-associated auxiliary equipment is required! Can easily be concealed in studio props or moved about. Provides effective individual or group pick-up. Reproduces voice and music with remarkable accuracy. New E-V Blast Filter makes the *655 pop-proof*. Acoustically-treated, strong wire-mesh grille head stops wind and breath blasts. Eliminates wind rumble in outdoor pick-up. *Field proved.*

See for yourself! Write today for Bulletin No. 156 and full information on how you can try this amazing new microphone.

Model 655. *List Price*.....**$200**

Shows the popular Patsy Lee with the TV 655. Note how swivel permits aiming at sound source without hiding face.

Shows TV 655 in the hand with swivel removed. Note how convenient it is to handle for announcing or interviewing.

Shows TV 655 suspended on a boom. Omnidirectional polar pattern and firm swivel permits easy, diverse use.

Electro-Voice INC.

402 CARROLL STREET • BUCHANAN, MICHIGAN

Export: 13 East 40th Street • New York 16, N. Y., U. S. A. • Cables: Arlab

Respects

(Continued from page 38)

least three offers of teaching jobs. And there was that constant urge to write—a skill at which Melvin Brorby excelled even during his undergraduate days at Wisconsin. To add to his dilemma, he had strong leanings toward mathematics and musical composition.

By 1925 he had made up his mind to cast his lot with Maurice H. Needham, who was just starting his own Chicago agency by that name. Years before, fresh out of high school, young Brorby had worked for Mr. Needham in another enterprise. A strong mutual respect bound the two together—a respect which is even greater today, after 25 years of continuous association.

Melvin Brorby was born in Decorah, Iowa, where his father was a real estate man. He spent most of his life in Chicago, however, where the family moved when he was eight years old. At Wendell Phillips High School his proficiency at mathematics won him a scholarship to an engineering college. But not one to rush into anything, he decided he was not ready for higher education. He took a job with A. W. Shaw's *System* magazine. His boss was Maurice Needham, head of the Advertisers' Service Bureau there.

Readership Study

At *System*, Mr. Brorby turned out the publication's first research study on readership. After three years, he entered the U. of Wisconsin where, among other things, he played Big Ten tennis on the same team with Arthur Nielsen, president of the A. C. Nielsen Co. He got a B.A. degree before leaving for the Army in 1917. He belonged to Wisconsin's exclusive senior honorary society, Iron Cross, and to Phi Beta Kappa.

Mr. Brorby's postwar studies and travels abroad were extensive. Under his American Field Service fellowship he attended the U. of Strasbourg, U. of Paris, and Ecole Libre des Sciences Politiques, also in Paris. He also was at Oxford for a time. After studying in various "League nations," he roamed the Near East and Far East. In India he was adopted into the family of a Maharaja. He admits that the diplomatic corps was most tempting, but he has never regretted becoming an advertising man.

During his first years with the Needham agency, Mr. Brorby was mostly a writer and creative man.

When Jack Louis joined the firm, followed by the formation of Needham, Louis & Brorby, Mr. Brorby added the handling of accounts to his former duties. He has never lost his creative touch, however. For years he wrote the commercials for Johnson Wax's *Fibber McGee* show, and has even had his musical compositions on the air.

Steers Major Accounts

Over the years Mr. Brorby also has had a voice in the shaping of programs for such major agency accounts as Kraft Foods, Swift, Derby Foods, Morton Salt, Lever Bros., and Quaker Oats.

Mr. Brorby is of the opinion that the impact of TV in the larger cities "will emphasize sectional-local radio's importance." He thinks it will be "quite a while before use of daytime radio is unprofitable."

"We must look at radio with a fresh eye," he says. "Now we have an opportunity to show it as our most powerful regional and local medium. Through it we may adjust our selling message and advertising pressure to the different complexities of modern life. Radio is going to be an important advertising and social force for a large part of our population for a long time to come."

With the upsurge of TV, Mr. Brorby believes it is inevitable that an adjustment in radio rates be made. But he questions whether, even then, advertisers can afford the high cost of developing TV to the fullest extent. He hopes that TV will not long remain as "just an imitation of radio," and feels that "supplemental ways" of financing its full development will be worked out.

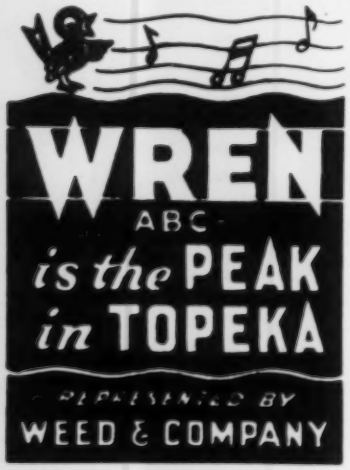
Music and Art Interests

Mr. Brorby is married to the former Rowena Williams of Chicago, also deeply interested in music, as well as art. A son, Harry Lee, 22, whose paintings adorn his father's office, was graduated this year from Harvard U. where he was a student of the social sciences. Daughter Virginia Vance, 20, is a junior at Smith College, where she is majoring in piano and composition.

The Brorbys live on Chicago's north side, but spend much of their time at a beautiful country home on Dresden Heights, overlooking the Desplaines, Kankakee and Illinois Rivers. Known as Three Rivers Farm, the 135 acre estate is primarily a feeder farm for Aberdeen Angus cattle, Chester White hogs, and a flock of turkeys which this year will number 750. But Mr. Brorby, still athletically inclined, also has his tennis court, as well as a swimming pool and riding horses.

Mr. Brorby is a director of BMB and former chairman of the Central Council of the AAAA. He served on the board of the 4As four years, and is a member of the board of National Outdoor Advertising Bureau. He is a sponsor of the National Society for Crippled Children and has helped raise funds for Chicago's Provident hospital. He also serves on the board and executive committee of the Chicago Council on Foreign Relations.

During Chicago's Community Fund and Red Cross drives, he is often a section leader and he sits on the board of trustees of Putney School in Vermont, where his son and daughter formerly studied. He also is a past president of the Lake Shore Club in Chicago.



SPORTS FEES

Seattle Court Fight Opens Over Radio-TV Rights

LEGAL fight involving the Seattle School Board's action on radio and television rights for high school athletic events during the 1950-51 season opened Wednesday at Superior Court in Seattle.

Bruce Bartley, owner of Bremerton Broadcast Co. (KBRO Bremerton, Wash.), has filed for an injunction against the school board for the latter's decision on May 26 to award an exclusive contract to KING Seattle after bids were asked from all stations in the city. KING was the only station to submit a bid at a reported $2,500 for radio and TV rights.

Mr. Bartley questions the legal right of a tax-supported institution to ask fees for exclusive contracts and also questions whether competitive bidding was actually maintained. Mr. Bartley, also counsel for Washington State Assn. of Broadcasters, has confidently stated the WSAB would support his court effort although the broadcasters group has taken no official action. He indicated the Seattle suit could be considered a test case for the State of Washington. Last April, WSAB at its annual meeting in Wenatchee had taken an official stand against the granting of exclusive sports broadcast rights by schools. A special meeting of the group has been called for June 28 in Seattle to discuss the matter.

The board had cancelled its KING contract in a vote at a special meeting on June 16 following receipt of a communication from Mrs. A. Scott Bullitt, principal owner of KING, in which the station offered to release the school board from the contract if desired. The board also voted to permit prospective sponsors, as well as stations, to bid for new exclusive contract rights.

Another hearing is scheduled June 29.

SPINGARN

Appointment Attacked

APPOINTMENT of Jerome H. Spingarn, former FCC staff member, as research assistant to Chairman Frank Buchanan of the House Lobby Investigating Committee was attacked last week by Rep. Clare Hoffman (R-Mich.) — some six months after Mr. Spingarn left the post.

Rep. Hoffman said that in 1943-44 Mr. Spingarn was assistant chief of FCC's War Problems Division. He charged that, "in the opinion of some," the division and others operated in cooperation with OWI "caused many American citizens to be taken off the air and out of their jobs at numerous foreign language broadcast stations in the U. S."

He claimed that "Americans taken off the air were frequently replaced with alien refugees, some enemy alien refugees; and some of those replacements in their jobs censored our religious programs—such as Easter and Christmas programs and the like."

Rep. Hoffman told his colleagues that FCC "never called Spingarn when it made its defense of charges against it," but that testimony in the hearings "shows that many times other witnesses referred to Mr. Spingarn in such a way that it might be construed as indicating that he was not one who would give unbiased consideration to an inquiry into the activities of organizations engaged in a campaign designed to jealously guard and promote constitutional government."

Rep. Buchanan (D-Pa.) said Mr. Spingarn worked as his research consultant on a temporary basis last November and December.

Now practicing law in Washington, Mr. Spingarn reported that he was overseas with the Navy when charges were raised during the House Select Committee's investigation of FCC. He said he offered to come back to testify but was told no substantial charges had been made against him and that it was unnecessary for him to appear. The committee report, he said, cleared FCC of the allegations with respect to foreign-language stations.

P&G on WSM

SPOT series in unrated time for its product, Tide, has been purchased on WSM Nashville by Procter & Gamble. Reportedly Procter & Gamble's first purchase of such time, the firm's new series, *Hits from the Hills*, featuring talent from the WSM *Grand Ole Opry*, started June 12. Show is heard 6:15-6:30 a.m., Monday, Wednesday and Friday. Agency is Benton & Bowles.

WANTED

your products . . .

. . . by more than half a million natives and summer visitors to the North Country.

From East, West, North and South, hundreds of thousands visit New York State's VACATIONLAND... Sell them your product over . . .

ABC **WEAV** 1000 W 960 Kc

Plattsburg, New York

THE NORTH COUNTRY'S MOST LISTENED-TO STATION

For details see
JOSEPH HERSHEY McGILLVRA
Nat'l. Rep.

feature of the week

A PUBLIC INTEREST feature that should go far toward cementing radio's public relations at the consumer level has been initiated as a weekly feature at KLZ Denver under the personal supervision of General Manager Hugh B. Terry.

The series is designed to share with listeners behind-the-scenes news of radio and television and, more specifically, KLZ operation.

"We want to take the listening audience more fully into our confidence," Mr. Terry says, "and we feel the only way to do it adequately is sit down regularly and talk cold turkey."

This is precisely what Mr. Terry and his department heads do each Saturday on *Let's Talk It Over* from 12:15 to 12:30 p.m. They discuss the "whys and wherefores" of KLZ operations and urge listeners to write in suggestions, criticisms or questions.

Specific objectives of the series: (1) presenting station policy on the air, (2) having department heads explain respective operations, (3) discussing the history of station licensing and (4) reserving portions of each program to answer listeners' queries.

"We feel this show can do a great public relations job," Mr. Terry explains. "It is an honest effort to 'lay it on the line' so that the public may know, may understand and may be a part of the radio stations which are licensed to serve them."

Conducting the first show in the "Let's Talk It Over" series are Mr. Terry (l) and Matt McEniry, KLZ public affairs director.

* * *

To that end Mr. Terry, without script, appeared on the first broadcast to explain to listeners why Denver has no television thus far and the prospects for TV. These questions arose to prominence following FCC Chairman Wayne Coy's appearance in Denver last month.

It is the hope of Mr. Terry and KLZ that the series not only will satisfactorily explain the periodic queries on why certain favorite programs go off the air or reasons for last-minute schedule changes but also will strengthen the listeners' bond with the station and the radio industry.

strictly business

TOM HARKER

"SO WE TOOK the four million . . ."

The speaker was Tom Harker, national sales manager and vice president of the Fort Industry Co., and the "four million" was the figure in the most successful sale in which Mr. Harker was ever involved.

Purchaser in the transaction was the Coca-Cola Co. in 1941 when that advertiser bought the Coca-Cola *Spotlight Bands* show, six times a week, and Morton Downey five times weekly on ABC, then the Blue Network, where Mr. Harker was serving as salesman.

"A million bought more in those days," Mr. Harker recalls nostalgically. There was another nostalgic period in his career when Mr. Harker could measure finances in doughnuts rather than dollars. The time was the first World War when Mr. Harker served as a driver in the French Ambulance Corps, for which service he was awarded the Croix de Guerre.

Mr. Harker returned to the U. S. in 1919 to rejoin the General Tire & Rubber Co. where he had worked briefly after leaving Michigan State Normal before the war.

He was made branch manager in

(Continued on page 52)

HERE IS THE COMPANY YOU KEEP ON K-NUZ

Nabisco Milk Bone Dog Food
Exchange Orangeade Base
Exchange Lemonade Base
Nucoa Oleo Margarine
Skippy Peanut Butter
Southern Select Beer
Hav-a-Tampa Cigars
Robert Hall Clothes
Interstate Theatres
Griffin Shoe Polish
O. J. Beauty Lotion
Ladies Home Journal
White House Rice
Grand Prize Beer
Selznick Releases
Red Arrow Drugs
Best Mayonnaise
Scott's Emulsion
Tender Leaf Tea
Sloan's Liniment
Lone Star Beer
Fairmaid Bread
Kool Cigarettes
Kam Dog Food
Life Magazine
Holsum Bread
Crosley Radio
N B C Bread
Realemon
Stanback
Fly-Cide
Pine-Sol
Shinola
Rit

35 New Contracts in May.
133 New Contracts January thru May.

No. 1 Availability

"Today's Hits" 11 a.m.-12 noon Sundays, Hooper* 4.6 No. 1

"West's Best" 1:30-1:45 p.m. Mon. thru Fri., Hooper* 4.2 No. 1

* Hooper Winter-Spring Report—December 1949 thru April 1950.

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

Richards Case

(Continued from page 26)

that "to my knowledge" Mr. Richards never ordered or suggested "directly or indirectly" that items unfavorable to Jews be broadcast and those favorable suppressed.

It was brought out at the Wednesday session that Mr. Roberts had arranged, allegedly at Mr. Richards' suggestion, a transcribed broadcast which was composed mostly of quotations from a speech by Sen. John W. Bricker (R-Ohio) against the appointment of David E. Lilienthal to the Atomic Energy Commission. It attributed sympathy with Communistic principles to Mr. Lilienthal.

Acknowledging the speech was of a controversial nature, Mr. Reynolds said neither he nor Mr. Richards took any action to "present the other side," but insisted that "our newscasts carried both points of view." He also said he thought the responsibility for seeing that the station carried a "fair representation" of the matter was primarily Mr. Roberts' or the station program director's.

"Isn't it a fact," Mr. Cottone asked, "that in this incident Mr. Richards said: 'To hell with the other side. If they want time, let them ask for it' "?

"I don't know that he said that and I don't believe that he did," Mr. Reynolds answered.

He said it was "not my understanding that the FCC rules at that time required the station to locate and present persons having a point of view opposed to the point of view broadcast in controversial matters. The station was not bound actively to seek out someone else to make favorable comment on the matter, and the station on the other hand would not have refused anyone such an opportunity."

Mr. Cottone, alluding to telephone calls and notes to KMPC staff members, wanted to know whether Mr. Richards ever expounded his views about Communism to anyone else.

"Mr. Richards was apt to talk to anyone," Mr. Reynolds asserted. "In some respects he is a lonely man. He just wants to talk, wants to visit. His physical illness confines him pretty much to his home, but he is still mentally active."

Mr. Reynolds conceded the station owner had discussed "Jews" with newscasters, "particularly in his general discussion of Communism."

"He believed that many Jews or Jewish people were susceptible to Communism," Mr. Reynolds said, but insisted Mr. Richards expressed "opinions," not "instructions," to station employes. He said other conversation of Mr. Richards included politics, sports and business.

Examiner Cunningham told Mr. Cottone at one point that he could see no relevancy in testimony concerning a station owner's personal feelings about individuals or groups if it could not be shown that these feelings resulted in distortion of news on broadcasts.

Mr. Reynolds said that "over many years I have called to Mr. Richards' attention many of his suggestions and ideas which I thought were not proper. It was my duty as general manager. . . ."

Followed Regulations

He said Mr. Richards instructed him to follow FCC regulations whenever any of his orders were "off base," and that he knew of no violation of any FCC rule by KMPC.

"Mr. Richards never gave me any instructions or any employe any instructions to slant news in any fashion," he asserted. "At one time he did make the comment or suggestion that he felt news concerning the Republicans was not being given equal treatment with that concerning Democrats and that he thought a proper balance should be re-established."

Mr. Cottone showed him an affidavit by Mr. Roberts which contained news-slanting charges. The witness said "a large part of this is absolutely untrue and other parts exaggerated."

Among the assertions in Mr. Roberts' affidavit was one which said "Mr. Richards made it clear to me that he wanted all newscasts slanted in favor of his Republican party."

Mr. Reynolds said the station owner "may have given suggestions about the Republican party, but it was false of Roberts to say that he was ordered to slant all broadcasts."

He said "Mr. Richards is all wrapped up in politics. He believes that the general release of news is generally favorable to the Democratic party, that every government agency has a publicity department pumping out news to wire services, magazines and every other place. He frequently complained that news broadcasts on KMPC carried a preponderance of favorable news about the Democratic party."

Mr. Richards did not want to suppress news about Democrats, he insisted, but instead wanted more "Republican items" to "balance the news."

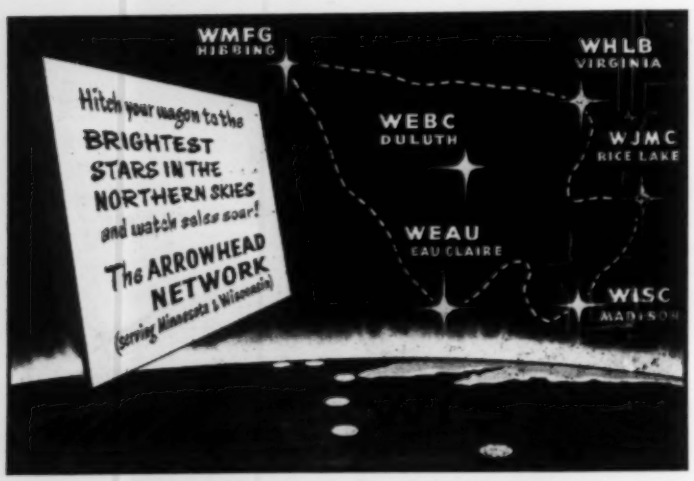
Mr. Cottone said the station owner "fled" from California to Detroit and showed a "consciousness of guilt" when he learned of the charges filed against him. Mr. Fulton denounced the claim as "scurrilous," declaring that Mr. Richards went to Detroit for the opening of new WJR studios.

"I bitterly resent the implication that after these accusations were published in a trade magazine, Mr. Richards became a prisoner of the FCC and lost the right to move from one home to another," Mr. Fulton said. "If a disgruntled employe puts a complaint in a trade magazine, does that make the radio station owner prisoner of the FCC?"

Examiner Cunningham sustained Mr. Fulton's objection to the effort of the General Counsel to show that Mr. Richards "had not made himself available" to FCC investigators who attempted to interview him.

Mr. Reynolds insisted he discharged Mr. Roberts on his own initiative and that Mr. Richards knew nothing about it until afterward. He said his reasons for dismissing the one-time news editor included his "general stubborn attitude"; the MacArthur broadcast incident [BROADCASTING, June 19], and an allegation that, although the three Richards stations sponsored Mr. Roberts' trip to Japan to interview Gen. MacArthur, the commentator had collaborated in having his pessimistic story on the general's health "fed" to Walter Winchell.

Mr. Cottone introduced a memorandum from Mr. Reynolds to Mr. Richards and Harry Wismer, his assistant, which was dated three days before Mr. Roberts' dismissal and said the news editor-commentator would be asked to resign unless he would "go along 100% with company policy."



Represented nationally by RA-TEL Reps., Inc.—Regionally by BULMER-JOHNSON, Inc., Mpls.

KFAC Sales Peak

HIGHEST sales peak in its 19 years of existence was reached in May of this year by KFAC Los Angeles, Calvin Smith, general manager, announced last week. With the exception of a single half-hour, Mr. Smith said, time now is sold out from 3:30 p.m. to midnight daily.

RODINO PROTEST

Hits FCC's Richards Case

REP. PETER W. RODINO (D-N. J.) last Wednesday added his voice to that of other members of Congress who have criticized FCC for conduct in its hearings on the license renewal applications of G. A. (Dick) Richards [BROADCASTING, June 19].

Calling for a probe of FCC "at the quickest possible moment," Rep. Rodino recalled the notorious Blue Book and dressed down the Commission for "intent to control all that goes out over the air."

Demands that the Commission account for its conduct in hearings involving the news policies of Mr. Richards, owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, previously had been urged by Reps. Anthony F. Tauriello (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Stephen Young (D-Ohio). Each had requested that a bi-partisan committee be named to confer with FCC.

Rep. Rodino scored the Commission for "government meddling" as charged at the time of the controversial Blue Book a few years ago, and demanded that FCC "and its discredited witness" apologize "before an outraged Italian public opinion begins its attack on a national basis." He referred to testimony given before FCC during hearings by Clete Roberts, former KMPC newscaster, who has been accused of making "scurrilous" remarks against Italians of Southern Italy.

House Speaker Sam Rayburn has taken no action thus far, presumably pending introduction of a resolution that would authorize the appointment of such a group.

Elect Cisler

THE ASSOCIATED Press Radio Chapter of Kentucky, meeting last week in conjunction with the annual sessions of the Kentucky Broadcasters Assn., elected S. A. Cisler Jr., vice president of WKYW Louisville, as president by unanimous vote. Mr. Cisler succeeds E. J. Paxton Jr., general manager of WKYB Paducah.

SOUTH CAROLINA'S SUPERMARKET
HAS 51% OF SOUTH CAROLINA'S WAGES
MAKE IT YOURS WITH
WFBC
GREENVILLE, S.C.-5000 WATTS
The News-Piedmont Station
NBC For Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

NAB Board

(Continued from page 20)

rected to pick time and place for the annual convention in 1951, after polling the membership. This action was taken because of the poor attendance at some of the high-level speeches during the April convention in Chicago. Member criticism of this agenda was frequent and violent.

Activities of the industrywide Television Per-Program Committee were endorsed. The committee is trying "to effectuate the acquisition of a fair and equitable per-program license from ASCAP." The board noted that failure to reach a fair agreement might cost the TV industry millions of dollars annually. It reviewed committee activities since its formation last September and recalled the broadcasting industry's successful battle with ASCAP in 1940.

Per Program License

The committee was urged to make all "reasonable expenditures" necessary to obtain an equitable per program license from ASCAP and to ask NAB members holding TV permits to commit themselves to pay committee expenses. Deduction formula for members of both NAB and Television Broadcasters Assn. was approved.

In instructing Judge Miller to register under the lobbying law, the board decided that status of Don Petty, general counsel, and Ralph W. Hardy, government relations director, be unchanged. Both are now registered as NAB lobbyists.

The board expressed interest in retaining Mr. Petty as general counsel despite his resignation, submitted recently to President Miller. The president was directed to discuss with Mr. Petty his availability as general counsel. Funds for additional legal seminars, a project started by Mr. Petty, were approved.

A resolution was adopted by the board proposing that the FCC amend its rules of practice to require applicants for new facilities, or for change in present facilities, to file copies of all engineering data with existing stations adversely affected, in conformance with limits of the Commission's engineering standards.

A standard rate card was approved for television broadcasters. It was prepared by BAB. The proposal to consider TV Standards of Practice was referred to the newly authorized Television Committee.

New recording standards, approved by the NAB Recording & Reproducing Standards Committee, were sanctioned by the board. Some of these standards affect magnetic recording.

Resolution praising Harold E. Fellows, WEEI Boston, for his service on the board since 1947 was adopted. Mr. Fellows resigned due to separation of CBS and its owned stations from the association.

Another resolution lauded John J. Gillin Jr., WOW Omaha, for his service in connection with NAB-Canadian Assn. of Broadcasters activities.

Appointment of a joint NAB-American Bar Assn. committee to consider common problems was approved.

Behind the board's action in setting up the three-committee structure was Mr. Ryan's argument that the advisory groups will operate with media viewpoints. The AM committee will consult with all NAB departments in drawing up projects and then recommend policies to the board. The FM and TV committees will work the same way.

Media Problems

This idea of relating NAB activities directly to media problems struck a favorable note with the board. The general advisory committees will hold two two-day meetings a year and confer with Mr. Ryan and President Miller.

The AM Radio Committee, as it will be known, will have at least three board members, plus six others for a total of nine. The FM Radio Committee will consist of five members, two of whom are to be board members. The Television Committee will have seven members, two of them from the board. None of the board members on the AM committee can have TV affiliation.

Judge Miller is to name all three committees. Elements to be considered in the appointments will include size of station, class of license and size of market. Both affiliate and nonaffiliate stations will be represented.

Eliminated by this action is the committee structure set up last year, a condensed version of the old setup which totaled 150-odd members. By trimming the committee membership from 150 to about 50 and then to the new total of 21, the board will effect a saving of $10,000 in travel and service expenditures.

Committees dropped by the board were: Assn. of Women Broadcasters, Broadcast Advertising Bureau, Employe-Employer Relations, Engineering, Government Relations, Radio, Standards & Education and Non-Affiliated Stations. Elimination of the committees will have no direct bearing on operations of the affected departments.

After the board had approved his plan, Mr. Ryan said:

"The objective we have kept in mind in re-aligning the committee structure has been establishment of a system which would give broadcasters an opportunity to serve more effectively their own specific interests and to permit them to focus attention on their own medium in its relationship to the association.

"Each of these three committees will meet twice a year. Each of them, during these meetings, will examine the operations of all of the NAB basic services as they relate to their own media operations.

"The difference between this arrangement and the former procedure is basic; in the past, practically every department has had its own advisory committee. Now the committee structure is established along the lines of media interests—AM, FM, TV."

District Changes

Several changes in the lineup of NAB's 17 districts were made by the board. Redistricting has been studied for more than a year and a large number of plans have been considered. Some of these would sharply reduce the number of districts and the reduction idea will be studied further with the idea of cutting the size of the 27-man board. A new at-large directorship setup will be explored.

In its redistricting the board moved the Northern Wisconsin area from District 11 (Minn., most of the Dakotas, Mich. in part) to District 9, which now comprises all of Illinois and Wisconsin.

The Michigan peninsula counties were moved into District 8, which now includes all of Indiana and and Michigan.

Southern Nevada was moved from District 15 (No. Calif., Hawaii) to District 16 (So. Calif., Arizona).

The state of West Virginia was moved from District 4 (D. C., Va., N. C., S. C.), largest of all districts in point of membership, to District 3 (Pa., Md., Del.). George Clinton, WPAR Parkersburg, president of West Virginia Broadcasters Assn., submitted a petition from that group to the board. Montgomery and Prince Georges

(Continued on page 53)

NAB Resolution on Richards Case

WHEREAS the FCC has commenced certain proceedings involving the licenses of three important broadcast stations in the United States (KMPC Los Angeles, WGAR Cleveland, WJR Detroit);

WHEREAS such action constitutes undue interference with licensees responsibilities to the public, and

WHEREAS, it appears that both in these proceedings and others instituted in recent years the Commission is attempting

1) to exercise censorship over radio programs and to interfere with the right of free speech in violation of the First Amendment to the Constitution and of Section 326 of the Communications Act;

2) to violate fundamental precepts of due process of law and the procedures required by Congress in prosecuting licensees with whom it disagrees,

NOW, THEREFORE, it is the sense of the Board of Directors of the NAB that (1) such proceedings as those above mentioned are of vital concern to the public and to the broadcasting industry; (2) broadcasters should take all necessary and proper steps to inform themselves of the issues involved and defend themselves against such usurpations of power by the Commission by all appropriate methods, including bringing the same to the attention of the Congress and of the people; and (3) the NAB management should watch proceedings of this nature closely and be prepared to take such steps as may be appropriate to prevent any derogation of broadcasters rights; and (4) the matter should be retained on the board's agenda for further consideration to determine whether and to what extent the NAB should move actively to participate in this and similar proceedings.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

LIKE TO BE ANNOUNCED TO BUTLER (Ky.)?

Sorry! WAVE can't get you announced to Butler (Ky.). Since we've never thrown a reception 'way down there, we don't have any entree ourselves. . . .

We do entertain lavishly in and around Louisville. Every week we spend *seven* gala mornings, noons and evenings with thousands of fascinated listeners in the 27 *important* counties in the Louisville Trading Area. When WAVE announces you to these *richest and best* markets—well, brother you get *announced!*

So come on, Pal, and be introduced. Just WAVE when you're ready!

LOUISVILLE'S WAVE
NBC AFFILIATE . . 5000 WATTS . . 970 KC
FREE & PETERS, INC.
National Representatives

CLEVELAND POLL

WGAR, WEWS (TV) Win Top Local Honors

HONORS in the *Cleveland Press'* local popularity poll went to WGAR, CBS affiliate owned by G. A. (Dick) Richards, and to WEWS (TV), Scripps-Howard outlet, respectively, who topped their fields in the newspaper's fifth annual poll conducted by Radio Columnist Stanley Anderson [BROADCASTING, June 19]. Network programs were not considered.

The CBS affiliate garnered 46 out of a possible 84 points while WEWS took 27 out of a possible 42 votes in the video category. Scoring was tabulated on a basis of three points for first place, two for second and one for third, with *Press* readers filling out sample ballots.

WGAR missed only two firsts out of 14 categories in piling up its 46 votes, compared to WHK with 13, WTAM with 9, WERE with 8 and WJMO with 7, and WDOK, 1. WSRS was disqualified reportedly for a promotion it launched to get votes.

In television, WEWS' 27 gave it a clear cut margin over WNBK with 11 and WXEL with 4.

Fifteen categories were set aside for radio (14 plus an additional for advertisers with best commercials), including a "public service" classification in which the Richards outlet drew first and second places. Eight were listed for video.

First, second and third place in radio by categories:

(Best Program)—Ohio Story, WTAM; Fairytale Theatre, WGAR; Big Broadcast, WHK. (Best Performer)—Henry Pildner, WGAR; Bob Ledyard, WHK; Esther Mullin, WGAR. (Women's Programs)—Ladies Day, WGAR; Lady Fare, WHK; Women's Club, WTAM. (Children's Program) — Fairytale Theatre, WGAR; Kousin Kay, WJMO; Toddler's Time, WERE. (Public Service)—City Club, WGAR; Ask City Hall, WGAR; Press Club Presents, WHK. (Female Vocalist)—Kendall Sisters, WGAR; Bettie Dorsey, WHK; Louise Barber, WGAR. (Male Vocalist)—Reg Merridew, WGAR; Dick O'Heren, WHK; Ken Ward, WTAM. (Instrumentalist)—Henry Pildner, WGAR; Jack Elton, WTAM; Bob Reed, WTAM. (Live Music)—Range Riders, WGAR; Say It With Music, WHK; Pildner-Merridew-Smiley, WGAR. (Record Program)—Morgan's Inn, WGAR; 10 O'Clock Tunes, WGAR and WHK; Brooke Taylor, WJMO. (Disc Jockey) — Hal Morgan, WGAR; Bud Wendell, WJMO; Bill Randle, WERE. (Sportscaster)—Bob Neal, Jimmy Dudley, Jack Graney, all WERE. (Newscaster)—Jim Martin, WGAR; Charles Day, WGAR; Ed Wallace, WTAM. (Studio Announcer)—Tom Armstrong, WGAR; Marty McNeeley, WJMO; Wayne Mack, WDOK. (Best Commercial)—Gold Bond Beer, Illuminating Co., Ohio Bell Telephone.

Winners in television by categories: (Best Program)—Baseball, WXEL; Cathy and Jack, WNBK; Linn Sheldon, WEWS. (Best Performer)—Linn Sheldon, Gene Carrol, Bob Dale, all WEWS. (Children's Program)—Uncle Jake, WEWS; Uncle Ed, WEWS; Kousin Kay, WXEL. (Music)—Cathy and Jack, WNBK; Take Five, WEWS; Musical Mailbox, WEWS. (Newscaster)—Dorothy Fuldheim, WEWS; Ed Wallace, WNBK. (Women's) — Alice Weston, WEWS; Women's Window, WNBK; Idea Shop, WNBK. (Disc Jockey)—Bob Dale, Doc Lemon, Barbara Page, all WEWS. (Best Commercial)—Leisy's, Erin Brew, Sears' Weather Report.

Strictly Business

(Continued from page 49)

the firm's Atlanta office and soon was named district manager in Chicago.

In 1927 he became manager of national accounts for General Tire, departing in 1929 to sell newspaper space on the *Chicago Herald & Examiner*, and gravitating eventually to magazines and the Curtis Publishing Co., New York.

In 1937 Mr. Harper joined the Edward Petry Co., station representative, for his first radio selling job. Three years later, in 1940, he moved to Mutual, serving there as a salesman in both New York and Chicago. After a year at Mutual he joined the Blue Network and handled the Coca-Cola account.

Mr. Harker sought to cap his climactic sale with retirement after four years at Blue, and actually went so far as to dig stakes in Florida. But after a year there amassing a non-negotiable sun-tan, he followed the sales curve back to New York to take over as national sales manager of Fort Industry.

Last Thanksgiving he was named a vice president of the company which owns WSPD AM-FM-TV Toledo; WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va.; WLOK-AM-FM Lima, Ohio; WAGA-AM-FM-TV Atlanta, Ga.; WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit.

Mr. Harker married the former Mattie Grinnell in 1936. They reside in their own home in Yorktown Heights, N. Y.

Mr. Harker's only hobby is golf. He is a member of the Whippoorwill Country Club, Metropolitan Advertisers Golfers Assn. and Radio Executives Club.

RADIO VALUES

Sets Radio-TV PI Deals

RADIO VALUES Inc., new Chicago firm which places mail order items on radio and television stations on a per inquiry basis as well as at card rates, expects to have a minimum of 100 stations lined up by fall.

This is the objective of Harry Hobbs Jr., president, who anticipates 50 of the 100 stations to be "top-flight." Despite heated trade uproar about the PI part of the business, Mr. Hobbs says, 40 of some 100 stations approached initially a month ago have agreed to accept Radio Values items, if properly screened. "Between 20 and 25 of the 40 are reluctant to accept PI advertising, but will," he added.

Neale's Letter

Although the corporation was chartered in Illinois in April, no word reached the trade until one of the four stockholders, J. James Neale, vice president of Dancer-Fitzgerald-Sample, New York, wrote 100 station managers. In the letter, he explained that he, Mr. Hobbs and Lowry Crites, media director of General Mills, had organized the company for direct sales of merchandise to radio and TV stations. Mr. Neale outlined a plan by which time would be paid for at card rates or on PI terms. He asked that his name and that of Mr. Crites remain confidential.

Mr. Hobbs, former timebuyer at Dancer-Fitzgerald-Sample, is the only active stockholder. A fourth investor, who acts as treasurer, remains anonymous. He is not associated with the agency or broadcasting business, Mr. Hobbs said.

Because June, July and August are slow months, Mr. Hobbs plans to conduct sporadic tests of merchandise in primary markets during the summer, readying a heavy campaign for fall. Tests of products for audience response were initiated as far back as Christmas, when business was placed in two markets for three weeks.

Referring to broadcasters' reaction, Mr. Hobbs said "almost every station" receiving Mr. Neale's letter answered it. "Most, however, reported they did not accept advertising on a per inquiry basis. Some said they would think about it and let us know later."

Mr. Hobbs stresses that Messrs. Crites and Neale are inactive in the corporation and "only stockholders." He maintains a Chicago office at 100 W. Monroe St.

MOSBY PROTESTS

FCC TV Restriction Plan

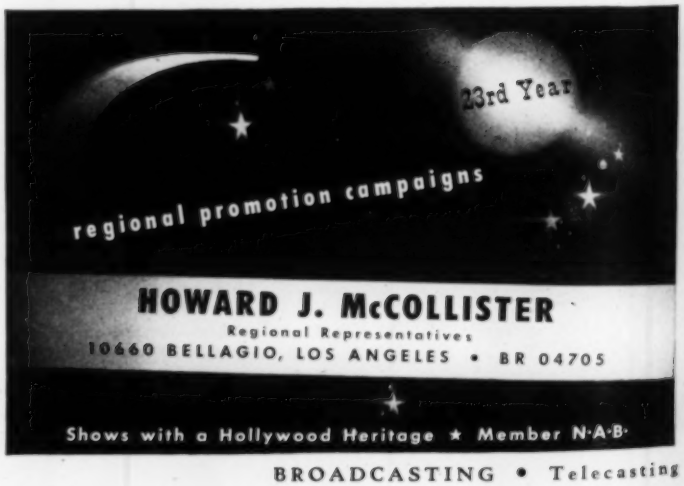
IN FURTHER protest against FCC's proposed restrictions on separate operation of the aural and visual transmitters in television, President A. J. Mosby of KGVO Missoula, Mont., has told FCC that sale of test-pattern time will be necessary if television is to reach small communities and rural areas.

Following up FCC's oral argument on the question [BROADCASTING, June 5], Mr. Mosby wrote FCC Chairman Wayne Coy that "TV programming will be limited to Kinetoscope, local sports, and public service originations until coaxial service or relay service is low enough in cost to warrant direct network service in the smaller communities."

"When we enter TV, which we hope to do within the next five years," he continued, "our only chance for success will be through short commercial announcements during the daytime test-pattern periods."

He referred to claims that the commercialization of test patterns might increase competition with FM, saying "this is a weak argument for FM, who might also ask that AM be denied the right of commercialization."

JUNIOR Chamber of Commerce certificate awarded WING Dayton, Ohio.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

SINDLINGER SUIT
Asks Nielsen Files Be Opened

SINDLINGER & Co., Philadelphia media analysts, asked a U. S. District Court in Philadelphia last week to open certain files of A. C. Nielsen Co., Chicago radio and television audience rating service.

At the same time, Sindlinger withdrew charges against C. E. Hooper Inc., of New York, that it had interfered with the former's investors and patents.

These actions highlighted court argument last Monday before Judge Guy K. Bard on a motion by Nielsen and Hooper that the $2½ million damage suit filed against them by Sindlinger be dismissed [BROADCASTING, April 3].

Nielsen also asked that if the suit is not dismissed, court jurisdiction be waived to an Illinois court. Judge Bard indicated that a decision, which also involves the question of files to be produced, may be forthcoming within 10 days.

Sindlinger's suit charges the Nielsen and Hooper companies with "malicious and unlawful interference" with the Philadelphia firm's business rights and accuses Nielsen of an illegal filing of patent applications.

Attorney Robert Wolf, of Wolf, Block, Schorr & Solis-Cohen, Philadelphia, said Nielsen's files contain information allegedly proving what "type of business" it conducts in Eastern Pennsylvania and other evidence "pertinent to the case." Nielsen counsel had contended the Chicago firm is not engaged in interstate commerce as defined under the Clayton Anti-Trust Act and therefore not liable to Sindlinger's charges of alleged conspiracy to monopolize and of restraint of trade.

Cites 'Monopoly'

Mr. Wolf argued that Sindlinger's main allegation is that as a consequence of Nielsen's purchase of the Hooper rating service [BROADCASTING, March 6] a monopoly has been created.

Phil E. Gilbert, of Moore & Gilbert, Chicago, representing Nielsen, said some millions of papers would have to be sifted to meet the files request. Grant of the Sindlinger request that Nielsen show in evidence records involving research methods in measuring audience response and also patent applications, Nielsen counsel said, "would greatly damage" the firm's interests.

It was argued that many records contain "trade secrets," among them certain methods still in the developmental stage. Judge Bard ordered Sindlinger attorneys to show cause why the records should be produced and asked for an answering brief from Nielsen counsel.

Sindlinger's suit alleges the Nielsen company knew certain applications for patents on electronic measuring devices were about to be filed by Radox (Sindlinger) and proceeded to file patent applications of its own, blocking Radox patent plans. A patent dispute between the two companies now is in progress in U. S. patent courts, Washington.

The damage suit also seeks an injunction to prevent the continuance of the alleged acts and in validation of all contracts entered into by Nielsen and Hooper with customers since January 1946, the date Sindlinger claims it began experiments with Radox.

In New York, C. E. Hooper said Sindlinger's action in dropping certain charges against his firm "confirms our position that the charges are entirely without foundation." Mr. Sindlinger, meanwhile, told newsmen that he considered the Hooper announcement that it would not fight jurisdiction of the case an admission by the company that "it transacts business in Philadelphia." The Hooper firm said it agreed it was doing business in Philadelphia.

Three counts were dropped against the Hooper firm. They were (1) that Hooper was a party to a patent development program designed to prevent Sindlinger and others from entering the audience measurement field; (2) that Hooper was involved in fraudently filing patent applications for the purpose of interferring with Sindlinger's business, and (3) that Hooper had unlawfully interfered with the business relations of Sindlinger by dissuading investors from investing in the firm and by threatening litigation with Sindlinger and others.

Agreement on the charges to be withdrawn came after a conference Monday among the attorneys representing the three parties in the suit.

CITES SHEPARD
NAB Board Pays Tribute

RESOLUTION paying tribute to John Shepard 3d, Yankee Network founder who died June 11 [BROADCASTING, June 19] was adopted last Tuesday at the opening session of the NAB board of directors in Washington. The resolution follows:

Whereas this board has learned with deep regret of the death of John Shepard 3d,

And whereas Mr. Shepard was a pioneer among radio broadcasters in this nation who, with courageous foresight and devotion, took his place as a leader in the development of this art,

And whereas his leadership and his devotion were reflected as well in his unselfish service as a committeeman and board member of the NAB,

And whereas his departure from our ranks represents a grievous loss in friendship and service to the members of the broadcasting profession,

Be it resolved that this board hereby adopts this memorial to Shepard, a tribute to the memory of a gracious, selfless and generous broadcaster; and that copies of this resolution be transmitted to the family of John Shepard 3d with this board's sincere condolences in the time of their sad loss.

NAB Board

(Continued from page 51)

Counties, Maryland (suburbs of Washington) were transferred to District 4.

In scanning the weekly member service reports the board adopted a proposal to expand the present confidential Management Letter to a four-page newsletter. The FCC actions will be eliminated but special provision will be made for members requesting this service.

Special seminars for FM and TV will be held during the 17 district meetings scheduled this summer and fall when district directors request them, the board decided. The summer-fall district meeting schedule was approved.

Directors who attended the board sessions were:

District Directors—Mr. Fellows; William B. Fay, WHAM Rochester, District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Harold Essex, WSJS Winston-Salem, N. C., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Charles C. Caley, WMBD Peoria, Ill., District 9; William B. Quarton, WMT Cedar Rapids, Iowa, District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Jack Todd, KAKE Wichita, Kan., District 12; Clyde W. Rembert, KRLD Dallas, District 13; William C. Grove, KFBC Cheyenne, Wyo., District 14; Glenn Shaw, KLX Oakland, Calif., District 15; Calvin J. Smith, KFAC Los Angeles, District 16; Harry R. Spence, KXRO Aberdeen, Wash., District 17.

Directors-at-large—A. D. Willard Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Patt McDonald, WHHM Memphis, and Edgar Kobak, WTWA Thomson, Ga., small stations; Frank U. Fletcher, WARL-FM Arlington, Va., and Ben Strouse, WWDC-FM Washington, FM stations; Eugene S. Thomas, WOIC (TV) Washington and Robert D. Swezey, WDSU-TV New Orleans, television stations.

WRDW APPOINTS
Headley-Reed Effective July 1

WRDW Augusta, Ga. has appointed Headley-Reed Co. as its national representative, effective July 1, according to Ray Ringson, general manager.

Mr. Ringson

Mr. Ayers

Mr. Ringson, treasurer of Radio Augusta Inc., licensee of WRDW, is president-elect of the Georgia Assn. of Broadcasters. James S. Ayers is WRDW sales director. Other officers of Radio Augusta are: Ernest D. Black, president; Allen M. Woodall, vice president; Emett McKenzie, vice president; Charles W. Pittman, secretary. Radio Augusta's officers also are interested in the operation of WDAK Columbus, Ga.; WBML Macon, Ga., and WCOS Columbia, S. C.

Mr. Melvin Brorby
Needham, Lewis, and Brorby
Chicago, Illinois

Dear Mel:

Th' trend is definitely ter WCHS! Yessir, not oney is ever'one atalkin' all over Charleston, West Virginny, 'bout th' sparklin' new shows on West Virginia's Number One Station, but th' business records shows it, too. Jest seen th' figgers for May on th' boss's desk, an' d'ya know what, Mel? May, 1950, was th biggest May in th' history of WCHS, an' this here station has had some purty big Mays in th' years gone by! Yessiree, th' bizness men 'round these parts really knows a good thin' when they sees one, an' that's why they's all abuyin' on WCHS. Now, that's sumpthin' you nashunal fellers orta keep in mind, don'tcha think? Hit's mighty significut thet th' fol's what knowes us best uses us most! Now, more than ever, WCHS is th' number one station in West Virginny, an' it can really do a job fer yuh in one uv th' best markets in th' whole durned country! Keep thet in mind, Mel! Hits worth rememberin'!

Yrs,
Alay

WCHS
Charleston, W. Va.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

Radio Outpulls Papers

(Continued from page 26)

Radio 61%; newspaper 7%; both 16%; other 16%.

Combined totals for the three tests follow:

% Traffic—Radio 43.6%; newspaper 14.6%; both 9.1% other 32.7%.

% Traffic Purchasing — Radio 68.1%; newspaper 70.8%; both 93.3%; other 46.3%; total 63.6%.

From these figures, ARBI found that using the total traffic (105 customers) who purchased articles as the constant, the purchasing percentages would be: Radio 46.7%; newspaper 16.2%; both 13.3%; other 23.8%.

Another series of tests was conducted in five Safeway Stores in Butte, all featuring the same test items during a five-day period. Summary of results follows:

% Traffic—Radio 23.5%; newspaper 14.5%; both 4.1%; other 57.9%.

% Traffic Purchasing — Radio 99.3%; newspaper 98.9%; both 100%; other 99.1%; total 99.1%.

% Dollar Value of Purchases—Radio 25.3%; newspaper 16.6%; both 5.8%; other 52.3%.

Ten surveys were conducted in department, apparel, furniture and appliance stores in Missoula, Helena, Bozeman, Great Falls and Spokane. Summary of combined totals for the surveys follows:

% Traffic—Radio 35.2%; newspaper 23.2%; both 9.7%; other 31.9%.

% Traffic Purchasing Test Merchandise—Radio 64%; newspaper 65.9%; both 69.8%; other 40.8%; total 57.6%.

ARBI pointed out that using the total traffic purchasing (568) as the constant, the purchasing percentages by media would be: Radio 39.1%; newspaper 26.6%; both 11.8%; other 22.5%. ARBI adds that this method of tabulating (purchases of test items only) ignores the complete pulling power of advertising since it does not take into account other purchases such advertising may have stimulated.

The ARBI booklet summarizes two surveys, one in Portland one in Butte, which it described as "not acceptable." In a test at Roberts Brothers, Portland, radio's pull was double that of newspapers but the results were not deemed acceptable because investment in radio and newspaper advertising was not equal ($249.40 in newspapers and $85 on KXL). Results were not given for a test at Howard's in Butte, because of insufficient response ascribed to severe winter weather.

Concluding, the ARBI booklet claims that for the same number of advertising dollars the XL stations, in 92.9% of the accepted tests, delivered for the advertisers participating more traffic, which meant more sales.

Mr. Time Buyer:
Before you run off on your vacation, check your Fall schedules against this!
BIGGEST RADIO BARGAIN IN THE U.S. TODAY!
1-MINUTE SPOTS ON 50,000 WATTS
WNOE-NEW ORLEANS
ONLY $13.00 EACH (360 TIME RATE)
Available Right Now: Spots between High-Rated National Shows!.. Spots on or between long-established Local Shows!.. News Programs! Sports! Mutual Co-ops! (1060 ON YOUR DIAL)
25 YEARS OF SUCCESSFUL SERVICE TO ADVERTISERS
WNOE MBS
NATIONAL REPRESENTATIVES
RA-TEL
420 LEXINGTON AVE., N.Y.C.
50,000 WATTS DAYTIME — 5,000 WATTS NIGHTTIME

Strikers at Work

NEW YORK Newspaper Guild last week purchased a Monday - Saturday quarter hour series on WLIB New York for a unique news program produced by striking news staff members of the *New York World Telegram & Sun*. The show, aired 6:45-7 p.m., began Friday. Guild members, whose strike forced the *World Telegram & Sun* to suspend publication, are continuing to cover their usual news beats and make reports on the guild-sponsored program, which is called *Seven-Star-Final*.

TAX BILL ACTION

House Moves To Beat Adjournment

MOVING with unprecedented speed to beat Congressional adjournment tentatively set for early August, House Administration leaders last week whipped the omnibus tax bill into shape and sped it to the House floor where action is expected this week.

The 1950 revenue bill encompasses a host of varied proposals, among them one to tax profitmaking enterprises — including radio stations—of educational and charitable organizations [BROADCASTING, June 19].

Administration leaders hope to present the package, formally introduced as a bill last Thursday by Rep. Robert L. Doughton (D-N. C.), for debate Tuesday and a possible vote Wednesday. The bill was offered by Rep. Doughton following extensive study and hearings by the House Ways & Means Committee, of which he is chairman.

The giant bill, which comprises cuts in certain excises and increases in certain corporate taxes, would retain the present 10% manufacturers' tax on radio receiving sets in effect since 1941.

No TV Set Tax

No tax would be levied, however, on television sets at the manufacturers' point as advocated early this year by Treasury Secretary John Snyder. The committee held hearings on the Administration's proposal to impose a 10% levy on TV sets, but rejected it following militant opposition from Radio & Television Mfrs. Assn. and a number of individual firms.

The committee voted, however, to exempt radio receivers and parts used in manufacture of receivers which are sold to the U. S. government for military purposes. Law currently calls for a 10% levy.

Other actions taken by the committee as reported to the House floor call for reduction on musical instruments from 10% to 5%; on domestic telegraph, cable or radio dispatches, 25% to 10%, and no change on the latter's international use from the present 10%.

Religious organizations would be exempt from the proposed tax to be imposed on "unrelated active business income" of educational, charitable, labor, agricultural, research and other institutions.

Stations which conceivably may be exempt from the tax include such religious-operated outlets as WWL New Orleans, WEW St. Louis, KGA Spokane and KWBU Corpus Christi. Lay-owned stations which presumably would fall in the taxable category include WGST Atlanta and WHCU Ithaca.

The committee also voted a 10% tax on the dividends of cooperative organizations who, in some instances control radio stations.

Additionally, the group voted to rescind on capital gains an agreement calling for tax reduction from 25% to 15%.

SHIFTING OWNERS

FCC Okays 3 Don Lee Changes

WHAT appeared to be a record of some sort was set by FCC last week when it approved, at one sitting, three different transfers of the same radio property. The property was the Don Lee Broadcasting System's owned stations, and the transfers were all "involuntary."

The first application, filed June 18, 1948, was for transfer to Thomas S. Lee, heir to the estate of his father, Donald M. Lee; the second, filed Dec. 13, 1948, was for transfer from Thomas S. Lee to Lewis Allen Weiss and Willet H. Brown as co-guardians for him; the third, filed last Feb. 27, was for transfer from the co-guardians to Ben H. Brown, special administrator of the estate of Thomas S. Lee, deceased.

The actions clear the way for applications for sale of the radio properties by the estate, when current negotiations to that end have been completed [BROADCASTING, June 19]. Also see story this issue.

Racing Data

(Continued from page 24)

involving request by Arthur B. McBride for transfer of WMIE Miami, Fla., from Lincoln Operating Co. to Sun Coast Broadcasting Co., of which he is co-owner [BROADCASTING, June 12]. Chairman Coy told him the case is "in hearing" and that the record still is open for depositions from Cleveland, Ohio.

Mr. McBride formerly held interest in Continental Press, which he helped organize and which now is owned by his son, Edward J. McBride.

Before the hearing got underway, Chairman Kefauver explained that originally his committee had asked Attorney General J. Howard McGrath and FBI Director J. Edgar Hoover to open the public hearings last week but that both felt they could contribute more to the committee at a later date. They are slated to appear this week, probably Tuesday or Wednesday.

The Attorney General was asked to furnish data on "crime syndicates," on which his office has been assimilating replies. Mr. McGrath replied he had drawn no conclusions as yet.

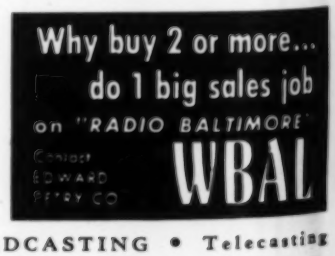
Mr. Coy asked that his statement before the Senate Commerce Committee, which held extensive hearings on the Justice bill (S 3358) to ban transmission of interstate gambling information [BROADCASTING, April 24, 17, 10], be inserted in the record for the Crime Committee.

Compromise Bill

The Senate Commerce bill, reported to the Senate where it now awaits consideration, is a compromise of the Justice bill and FCC plan. It would ban transmission of gambling data (bets, odds, wagers, scratches, etc.) before races but permit radio-TV coverage during and after the event.

Also sitting in during the hearing were Rudolph Halley, chief investigator, and member of the law firm of Fulton, Walter and Halley, and George S. Robinson, newly-appointed general counsel, for the committee. Hearings also were held Friday and continued to this week. Mr. Robinson formerly was special assistant to the Attorney General and was chief counsel in the Federal Grand Jury probe of the Annenberg wire and race services in Chicago.

DEADLINE for scripts in One World radio prize contest extended from June 15 to July 15. Winners to receive all-expense-paid trips to One World meeting in August at San Remo, Italy.



JUNE 26, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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SPOT TV

delivers more...

Adds sight, sound and action to your story.

TV has no equal as a sharp tool for sales. It becomes even sharper when you aim it toward the markets where you need sales—toward the stations that draw your customers. That's Spot TV for you.

If you want success insurance in big television markets, use any of these big league stations:

WSB-TV	Atlanta
WBAL-TV	Baltimore
WNAC-TV	Boston
KFI-TV	Los Angeles
WHAS-TV	Louisville
KSTP-TV	Minneapolis-St. Paul
WSM-TV*	Nashville
WTAR-TV	Norfolk
KPHO-TV	Phoenix
WOAI-TV	San Antonio

*On the air September

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

WKZO-TV

Serving Western Michigan and Northern Indiana

IS NOW ON THE AIR!

WKZO-TV opens its inter-city relay for network service the week of July 9, 1950—is now a member of the CBS *Basic Network.*

A careful dealer-distributor survey showed 57,222 TV sets within 40 miles of WKZO-TV, as of June 1—70,012 sets within 50 miles.

WJEF
top 4 IN GRAND RAPIDS AND KENT COUNTY
(CBS)

WKZO-TV
top 4 IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO
top 4 IN KALAMAZOO AND GREATER WESTERN MICHIGAN
(CBS)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., REPRESENTATIVES

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

JUNE 26, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

WTOP BUYS WOIC (TV)

$1.4 Million Price Is Reported

APPLICATION for transfer of WOIC (TV) Washington from General Teleradio, subsidiary of R. H. Macy & Co. Inc., to WTOP Inc., controlled by the *Washington Post*, will be filed with the FCC early this week. The transaction, announced last Tuesday by Theodore C. Streibert, General Teleradio president, and Philip L. Graham, president of WTOP Inc. and publisher of the *Post*, is understood to involve a figure of approximately $1,400,000.

The joint announcement culminated several weeks of active negotiations. WOIC, affiliated with CBS-TV, will be operated jointly with WTOP, 50,000-w CBS outlet, and WTOP-FM. Upon FCC approval, the television outlet probably will become WTOP-TV. WTOP Inc., is owned 55% by the *Post* and 45% by CBS.

WOIC, assigned Channel 9 (186-192 mc), began operation in January 1949. It has been operated in conjunction with WOR, WOR-TV and WOR-FM New York under the policy direction of Mr. Streibert and the local management of Eugene S. Thomas, former WOR sales manager. The station is understood to represent an investment in tangible equipment and real estate of more than $1,000,000 and, with operating losses, in excess of $1,250,000.

The transaction is the fourth involving a TV station since TV's meteoric postwar rise. Other transactions — with newspapers — were the acquisition by WFAA *(Dallas News)* of KBTV (TV), now WFAA-TV, and by KPRC *(Houston Post)* of KLEE-TV which becomes KPRC-TV. Other sale was the acquisition of KRSC Seattle by KING, that city, with call letters becoming KING-TV.

CBS-WTOP Agreement

John S. Hayes is vice president and general manager of WTOP Inc. While CBS holds a substantial minority interest, Mr. Graham acts as its voting trustee. The *Post* acquired control of WTOP for $855,470 on Feb. 9, 1949. The application for transfer specified that CBS would leave those assets in the WTOP Inc. treasury toward further expansion and development of operations, including TV. The *Post* and CBS further agreed to advance additional funds specifically for TV.

No Other Sales Seen

Mr. Streibert, queried by TELECASTING, said that General Teleradio for the present will confine its activities to the New York metropolitan area. There is no intention, he said, of disposing of any other radio, TV or FM interests.

"Our plans for intercity expansion went by the boards when the TV freeze went into effect," he stated. Immediate effect of the sale of WOIC, he added, "will be to take a little loss off our shoulders."

Mr. Streibert, who also is chairman of the board of directors of Mutual, said that the network necessarily is holding its TV plans in abeyance until the end of the freeze.

WTOP Inc. has had pending before the FCC a petition for Channel 12—one of the many caught in the TV freeze. That petition presumably will be withdrawn coincident with the filing of the WOIC transfer application.

The formal application for transfer is being drafted by Loucks, Zias, Young & Jansky for WTOP Inc.

It was presumed that most of the personnel of WOIC would be absorbed in the WTOP organization. Whether Mr. Thomas, a veteran 15-year man in the WOR organization, would continue with the Washington operation or return to New York was not resolved last week. Mr. Thomas is a TV director of the NAB and was chairman of its Television Committee.

ZIV TV FILMS

Announces Sales to Stations

ZIV Television Productions, New York, last week announced the following sales of its programs:

Yesterday's Newsreel — WOC-TV Davenport; WNHC-TV New Haven, for sponsorship by Whalley Motors Inc.; WSPD-TV Toledo, sponsored by Brondes Motor Sales; WTMJ-TV Milwaukee, to be sponsored by Kingsbury Breweries; WSAZ-TV Huntington, W. Va., for sponsorship by Pancake Realty, and to WABD (TV) New York.

Sports Album — WCAU-TV Philadelphia, sponsored by Samuel Tabuman & Co.; WHAM-TV Rochester, for sponsorship by Harold Forman Clothing Co.; WNHC-TV New Haven, to be sponsored by Cities Service.

Western Films—WLWT (TV) Cincinnati; WLWD (TV) Dayton; WLWC (TV) Columbus; WNBW (TV) Washington; WMCT (TV) Memphis and WABD (TV) New York.

Feature Films—WABD (TV) New York; WBRC-TV Birmingham; WGN-TV Chicago; KFI-TV Los Angeles; WATV (TV) Newark, N. J.; WNBW (TV) Washington.

NBC-TV SAT. NIGHT

FCC Drops Probe

FCC DISCLOSED last week that it had dropped its investigation of NBC-TV's 2½-hour *Saturday Night Revue*, reporting the network has eliminated details which were inconsistent with the Commission's network regulations.

In a letter to Allen B. DuMont Labs, whose complaint touched off the inquiry [TELECASTING, Jan. 9], FCC said it "believes that compliance with its rules and regulations has been achieved, and no further action need be taken at this time in this matter."

But the Commission warned:

"However, a recurrence of these practices which were found to be inconsistent with the regulations, or the institution of similar practices, would be dealt with in the light of the past conduct and the clarification of the applicability of the rules resulting from the developments in this matter."

FCC reported simultaneously that it had granted regular license renewals to "stations which had been on temporary license solely because of their acceptance of NBC's original offer." These were: WISN Milwaukee, WMMN Fairmont, W. Va., and WWJ Detroit (all renewed to May 1, 1953); WWJ-FM Detroit (to March 1, 1953), and WPTZ (TV) Philadelphia (to Feb. 1, 1951).

The letter and grants were announced Thursday. The AM and FM stations involved had been put on temporary because TV stations with which they are associated in ownership had accepted the original offer of the program.

The complaint by DuMont, which charged NBC was trying to "freeze out" competition, was directed primarily against NBC-TV's request to affiliates, late last December, to 2½ hours on Saturday nights for 13 weeks. The variety show was to have started Feb. 4 but was delayed until Feb. 25.

Cited Violations

FCC held at the time that NBC's first offer to affiliates and also a second one violated the network rules, holding that in effect the stations who accepted them gave NBC an option on station time without NBC being similarly bound at the same time [TELECASTING, Feb. 20]. The "option," FCC said, violated the rules in that it could "be exercised on less than 56 days' notice and [was] exclusive as against other networks."

The Commission also found other "objectionable" features in the original plan, pointing out that purchase of time for re-sale to unidentified advertisers—the sponsors had not then been signed—"raises serious problems."

Subsequent modifications in the plan, however, satisfied FCC's objections. The Commission's letter to DuMont noted:

As a result of these changes, NBC has been offering the program on conditions under which the individual stations are informed in advance of the nature of the program and sponsors, and may accept or reject separate segments of one-half hour each without any financial detriment accruing from a rejection of one or more such segments.

These conditions for the sales of time appear to obviate the Commission's objections to the previous arrangements, to the extent that they resulted in options of time to NBC on terms inconsistent with Sec. 3.104 of the Chain Broadcasting Regulations, and in diminution of licensee responsibility.

The number of stations carrying the *Revue*, which is now in summer hiatus but due to return next fall, has varied. The largest number taking any half-hour segment was 22 interconnected stations and 20 on kinescope. Commercially, authorities say a sell-out is assured.

XUM

BAROMETERS & Breezy Bits

Clint and Jeanne Youle's 'Weatherman' Makes Ceresota-Minded Viewers

CHICAGO's divorce total for 1949 is two less than it would have been because of television.

This is the claim of a South Side minister, who advises battling spouses to watch Clint and Jeanne Youle, "the ideal couple" on *The Weatherman* show. Their daily spats and subsequent adjustments, sandwiched between commercials and chalk-talks on the weather, are responsible for at least two couples giving up divorce plans, the cleric maintains.

Young Clint and Jeanne (33 and 31) typify a suburban-married couple for WNBQ (NBC) televiewers, who hear mentions of Jeanne's new hairdresser, Clint's beaten-up 1929 Cadillac, their daughters' measles and the number of new shoots on a lilac bush in the back yard. These tidbits are incidental to the meat of the 10-minute show five nights weekly. These same tidbits, however, are responsible for more and more sales of Ceresota Flour.

Standard Milling Co., Chicago, which manufactures Ceresota, Aristos and Heckers' Flour, just renewed the show from June 1 for another 13 weeks—the third consecutive 13-week renewal. *The Weatherman* was sponsored as a test starting last September, and has rolled along casually yet purposefully ever since—selling bags of flour (from 2 to 100-pound sizes) to consumers and retailers alike.

Although Standard Milling has a pretty fair idea of how much additional trading is done across the counter as a result of its entry into video, "sales are not directly measurable," according to P. L. O. Smith, vice president in charge of sales and advertising for the grocery products division. Mr. Smith, who thinks TV is great, has watched a set in his recreation room for more than two years. Five men on his staff are just as TV-conscious.

Mr. Smith admits, however, that Ceresota successfully competes with two other top-brand names in the Chicago area, Pillsbury and Gold Medal, and surpasses grosses of some 23 other brands distributed there. Mr. Smith is convinced that video is a fine advertising medium for consumer package goods. The firm traces some gain in public acceptance by increased retail and grocery sales, response to self-liquidators or premium offers, fan mail and favorable mentions by store owners.

Difficult to Trace

Any actual increase in sales is "almost impossible" to trace directly to television, because "in the flour business sales can unaccountably soar in areas where no advertising is used and can drop to the bottom of the barrel when we buy three or four media in one locality." Standard is accustomed to this fluctuation, as the grain market is such that package flour prices may change as many as 30 times yearly, Mr. Smith said.

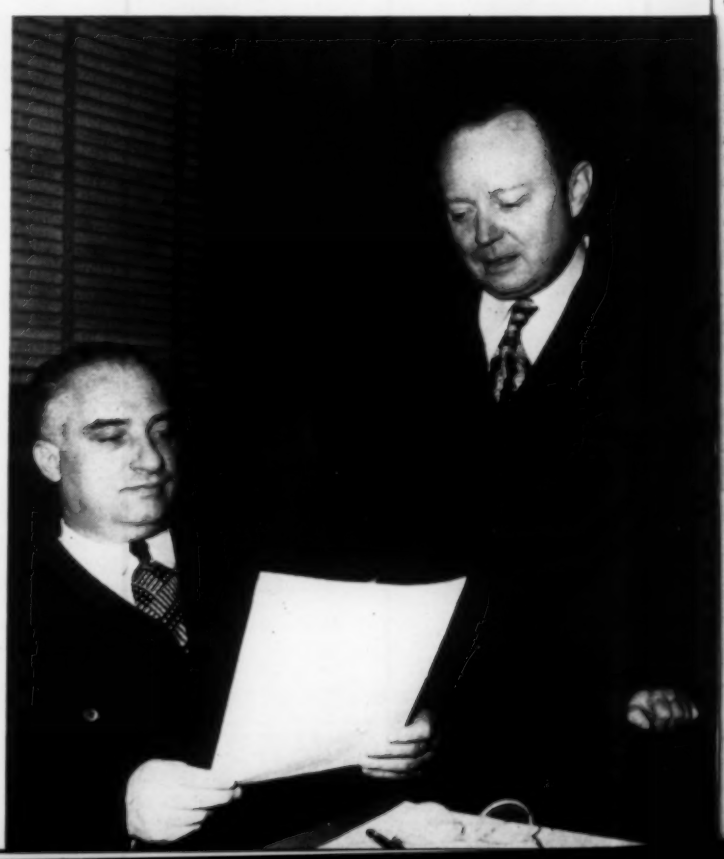
To determine the character of the television audience, Ceresota has offered three self-liquidators in the past few months—an apron, starfish scatter pin and Christmas cards. "We use these premiums only when absolutely necessary, and take them off the show as soon as we've found out what we want to know about reception, coverage and impact. We don't want to spend time or money plugging premiums. It takes away from show content and detracts from the commercial impact," Mr. Smith believes.

Standard Milling, which distributes Ceresota in Ohio, Pennsylvania, Minnesota, Illinois, Wisconsin, Indiana and New England, plans to use more television, but the growth of TV ad budgets will be slow. "Television is going through the same growing pains suffered by radio, which is why we're taking it easy for awhile. Maybe some of the pressure will be off when stations go into daytime programming, and prices will level out. We're only interested in what we can get back for every dollar we spend."

Ceresota Buys

Ceresota bought the show through John W. Shaw agency last fall after *The Weatherman* had been telecast as a local sustainer

* * *



EVEN THOUGH his look is enigmatic when it comes to sales results of *The Weatherman* at NBC-TV Chicago, P. L. O. Smith, vice president in charge of advertising and sales for the grocery products division of Standard Milling Co., states that the show is selling Ceresota flour and winning the brand a lot of friends. With him is E. A. Atkins, sales assistant.

since January 1949. In the interim it had gained a national reputation. A five-minute feature until it went commercial, the program was expanded to a 10-minute, five-a-week format so that a middle commercial situation and open and close sponsor mentions could be included.

Clint Youle was a staff news writer at NBC Chicago when Bill Ray, news and special events chief, began developing the weather-news package. While Mr. Ray was shopping around for a one-man talent lineup, Clint volunteered his services and told his boss for the first time that he had learned meteorology during a stretch in the Army.

Clint auditioned, sold his brand of carefree, uninhibited weather reporting to management, and carried on casually for several months. His entire report is ad lib, although the sequence is charted in advance. It wasn't until Ceresota started paying the bill that the distaff side of the family was drafted. *The Weatherman* said "yes" when the client asked if his wife was attractive. Jeanne stumbled through her first commercial, readily adopted an off-the-cuff manner, and the Youles became the talk of TV town without either having any experience in acting, radio or television.

Husband Youle charts the weather, follows air currents and hurricane patterns on a map and drawls along his analysis and predictions. Jeanne enters in the middle commercial, surrounded by pastries baked by a Standard Milling home economist for each show. She pegs conversation on a minor incident that happened at home that day, with major blasts directed at Clint when he forgets to put gas in the car or leaves the windows open before a downpour.

Covers Wide Territory

Formal weather terminology is limbered up after the weather reporter visits the U. S. Weather Bureau nightly. For an hour and a half he exchanges notes and notions with airway and regional forecasters. His resume stresses Chicago weather conditions, but overlaps into Wisconsin, Minnesota, Iowa, the rest of Illinois, Indiana and Michigan.

He and Jeanne, "chatting with just enough schmaltz to become bosom buddies of viewers," hit a common denominator of homeliness with their audience. Jeanne said once she was tired of housework, and 20 women wrote in to say they knew just how she felt. Once Clint forecast a light rain for Chicago. After the downpour, an irate fan wired "Light rain my eye. Were flooded out of basement."

Although Ceresota is bought by women, *The Weatherman* appeals to both sexes. Because of everybody's absorption in the subject, Mr. Youle is in demand as forecaster on *Camel News Caravan* when NBC-TV picks up a Chicago segment, and on Morgan Beatty's NBC-AM network show.

The Chicago Federated Advertising Club cited the show as tops in the local TV service class at its recent 1950 awards dinner. More tangible awards, however, go nightly to members of the production crew (two cameramen, floor manager, two property men, boom mike operator). When the show is off the air, they divide up the pastries used in the commercial. Bob Wright, the announcer, acts as host. He is actually Bob Zelens, radio and television director of Shaw agency.

Mr. Zelens describes the show as an eternal paradox — unprofessional but authoritative, unaffected but effective.

He keys the friendliness of the production with the Standard close —"We bid you good health, good weather and good night."

SELL-OUT of NBC-TV's 2½ hour *Saturday Night Revue* is assured as Bill Connolly (seated), general advertising manager for Johnson Wax, contracts for Johnson sponsorship of a segment. With him are (l to r) I. E. Showerman, NBC Chicago vice president; Josh Louis, Needham, Louis & Brorby, and Ed Stockmar, NBC-TV sales

SLOAN PREDICTS

$1 Billion-Plus TV Sales

OVER $1 billion will be spent by American consumers for some five million TV receivers during 1950, F. M. Sloan, manager of Westinghouse Television and Radio Division, told members of the Westinghouse Agent Distributors Assn. meeting in Hot Springs, Va., last Tuesday. Firm's promotion and sales plans were outlined to management representatives of distributors who gathered to see a display of 10 new TV receivers and seven radios in Westinghouse's new fall line.

With only 24 million of 44 million U. S. families having TV service available, Mr. Sloan stressed importance of a "prompt solution" of problems resulting in the current TV freeze. He said improved programming, better receiver performance, replacement sales and comparatively low saturation in 60 TV markets "guarantee an even brighter future" for television.

NAB TV DEPT.

Batson Succeeds Markham

CHARLES A. BATSON, assistant director of NAB's Broadcast Advertising Bureau for a year, rejoins NAB Washington headquarters July 1 as director of the Television Dept., succeeding G. Emerson Markham. Mr. Markham resigned June 16 [BROADCASTING, June 19].

Mr. Batson

In announcing the appointment, William B. Ryan, NAB general manager, recalled that Mr. Batson had directed an extensive survey of TV from the station management viewpoint. The study was titled "Television: A Report on the Visual Broadcasting Art." The results were presented to NAB members at the 1948 district meetings.

Mr. Batson joined NAB in early 1946 as information director, after release from active duty in the Army. After conducting the TV study he was attached to BAB under Maurice B. Mitchell, director. There he has been active in TV advertising, working on standard rate cards and contract forms as well as techniques of commercial production and other aspects of the art. He prepared analyses of TV for Sears, Roebuck & Co. and others and set up the BAB Dealer Cooperative Advertising Service.

In the service Mr. Batson was in charge of broadcasting from the North African theatre to the U. S., United Kingdom and other allied nations, including announcement of the Italian surrender. He entered radio in 1935 in Greenville, S. C. as program director of WFBC.

PULITZER SHOW

Sponsor Prospects for TV

SEVERAL advertisers are interested in sponsoring a television series based on material which has won Pulitzer awards, Dean Carl W. Ackerman of the Graduate School of Journalism of Columbia U. told TELECASTING last week. The Journalism school, administrator of the awards since their inception in 1917, is asking $100,000 for the TV rights to the series, tentatively titled *Pulitzer Prize Playhouse*, he said.

Dean Ackerman declined to identify any of the potential sponsors of the Pulitzer video series, which is being handled for the school by William Morris Agency. It is known, however, that Schlitz Brewing Co. of Milwaukee has expressed considerable interest in the program through its agency, Young & Rubicam, Chicago [BROADCASTING, May 22], and that the Pulitzer Awards Committee, after serious and lengthy deliberations, decided that, with proper safeguards, the dignity of the awards would not be imperilled by brewery sponsorship.

No Sponsors Yet

No offers have been received for sponsorship of a Pulitzer radio series, Dean Ackerman said. Price of $65,000 is being asked for the radio rights to the Pulitzer material, he stated, pointing out that the Morris agency has received clearances from a sufficient number of Pulitzer Prize winners to provide material for a year's series of hour-long radio or video shows. No format has been set yet for either a video or a radio series, Dean Ackerman said.

It was pointed out to Dean Ackerman that there was a somewhat ironical aspect of the school's appeal for radio-TV support after the judges have consistently rejected all proposals that the awards be expanded to include broadcast as well as printed journalistic, literary and musical creations. He replied that the idea for a broadcast television series, if it materializes, "in itself will constitute Pulitzer Prize recognition of television."

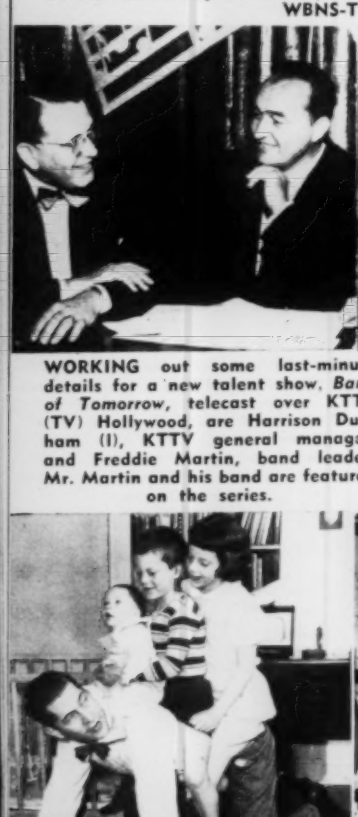
Color Deadline

FINAL BLOWS in FCC's heated color TV battle—the proposed findings and conclusions by participants in the lengthy proceeding—are echoing down Commission corridors. Findings are due today (Monday) with July 10 set as deadline for replies, the Commission has announced [BROADCASTING May 29]. Current predictions for color decision cite early fall, but FCC Comr. E. M. Webster last week indicated this may be too optimistic (See story TELECASTING p. 6).

IT'S a Hawaiian lei for Edwina Zanes, start of *Studio Kitchen Show* on WBNS-TV Columbus, Ohio, as Dole Sales Co. launches a TV test campaign on the outlet. Gentlemen inspecting the floral gift are (l to r) Arthur L. Bersdorf and Harry W. Brinker, Dole Sales distributors, and Robert D. Thomas, WBNS-TV sales director.

WORKING out some last-minute details for a new talent show, *Band of Tomorrow*, telecast over KTTV (TV) Hollywood, are Harrison Dunham (l), KTTV general manager, and Freddie Martin, band leader. Mr. Martin and his band are featured on the series.

WATCHING TV debut of *Ace Drummond*, adventure serial on WSB-TV Atlanta, are its creator, Capt. Eddie Rickenbacker (l), president of Eastern Air Lines, sponsor of the show, and J. Leonard Reinsch, managing director, Cox radio and TV interests.



IT looks like Father's Day for Reinald Werrenrath Jr., producer at NBC-TV Chicago, but he apparently is left no time for relaxation as he strains muscles with his children. Getting a free ride are Peter Christian, 6 months; Reinald 3d, 6, and Kirsten, 9.

WATCHING TV sets roll down the production line at General Electric's TV center in Syracuse. N. Y., are Fulton Lewis jr., (l), MBS news commentator, and Willard H. Sahloff, manager of the receiver division at Electronics Park. Mr. Lewis toured GE's manufacturing facilities.

KRLD-TV Dallas telecast of a book review, claimed as the first show of its kind in the city, is attended by (l to r) Chris Kelley, merchandising executive, Sanger Bros. department store, sponsor; Ila Cornelius Mangold, Dallas author; Miss Herbert Emery, book reviewer; William A. (Bill) Roberts, KRLD-TV commercial manager.

COLOR DECISION

Webster Dims Hopes Of Quick Action

POSSIBILITY the color TV decision may take longer than certain predictions optimistically indicate—in view of the "magnitude" of the decision and the press of other "important business of the Commission" —was suggested last Monday by FCC Comr. E. M. Webster.

Addressing the eastern regional convention of the American Taxicab Assn. at Atlantic City's Hotel Traymore, Comr. Webster expressed concern over being "forced to devote 90% of my time to problems involving broadcasting and television" when many other policy problems are pending which require careful consideration.

Comr. Webster stated he has concluded the way to beat the growing work load will be to delegate specialized responsibility to individual Commissioners or groups of them. He saw FCC's current staff reorganization along functional lines as able to "alleviate the situation, somewhat."

Explaining to the taxicab group that after many months of hearings on color television "we now have the stupendous job of making a decision," Comr. Webster stated:

Decisions of this magnitude are just not made overnight. There are those —and incidentally they do not have any responsibility under the Communications Act—who would have been kind enough to set up a suggested time-table and schedule for the Commission, which, if followed, would mean a decision sometime early this fall. Now, none of them has apparently given any consideration to the physical capabilities of the individual Commissioners and the staff to digest the record, study the matter thoroughly, discuss it among themselves, and render a formal decision. They forget that during all of that time we should also be attending to other important business of the Commission.

Cites Demands on Time

Comr. Webster indicated he is "deeply concerned" that the radio problems of the taxicab industry and other services of "vital importance" to the public "are not getting the attention that you deserve." He asked if he was "doing justice to you and the other radio services when I tell you that back in Washington I am forced to devote 90% of my time" to broadcasting and TV problems.

The "dilemma," he said, is what to do "about the numerous outstanding policy problems constantly before the Commission, some of which have a direct bearing on your industry. The number of such problems flowing before the Commissioners is so great that only a few can be decided with the degree of celerity which they merit." He continued:

Neither our Chairman nor the other six Commissioners can, in my opinion, be well enough acquainted with all the policy problems before us to set up priorities that would result in more efficient decision making. I have come to the conclusion that the only way we Commissioners can render the public the kind of service they have a right to expect to meet the ever-growing volume of work that is thrust upon us is to delegate to individual Commissioners, or groups thereof, limited responsibilities of decision in specialized fields of communications.

Particular need for greater aid from applicants was cited by Comr. Webster in view of the continuing reduction of FCC staff. Because of personnel cuts required by Congress through its appropriations measures (see story this issue), Comr. Webster saw the possibility of reduced service by the Commission even if the current reorganization increased efficiency and cut red tape. With the FCC staff totaling 1,348 at the end of May 1949 and 1,285 today, he saw FCC able to have only 1,170 employes this next fiscal year because of finances.

WEBSTER TALK

Johnson Mulls Reference

SEN. ED C. JOHNSON (D-Col.) said last Thursday he did not believe Comr. E. M. Webster was "making any reference to me" in that portion of his Atlantic City speech dealing with the Commission's proposed color TV timetable (see adjoining story).

The chairman of the radio-minded Senate Interstate Commerce Committee offered the comment in response to speculation that Comr. Webster may have had him in mind when he stated "there are those—and incidentally they do not have any responsibility under the Communications Act—who would have been kind enough to set up a suggested timetable and schedule for the Commission which, if followed, would mean a decision sometime early this fall."

Sen. Johnson pointed out that FCC Chairman Wayne Coy and Comr. George E. Sterling had made "frank statements from the beginning of the color hearings" on FCC's proposed agenda.

Possible schedule for Commission action on the color question and on TV allocations had been cited by Sen. Johnson last May following a meeting with officials of the National Society of Television Producers who had conferred earlier with two Commission members on the FCC timetable [BROADCASTING, May 1].

Comr. Webster had "no comment" to offer to his Atlantic City reference, or whether he had alluded to Sen. Johnson. "There are people who have made suggestions to me and other Commissioners from time to time," he remarked.

Sen. Johnson added that he has "hopes" the Commission may tackle the clear channel problem before the year's end, as indicated by Comr. Sterling [BROADCASTING, June 19]. He said he realizes, however, that the issue "must be associated with the NARBA problems and tied together in such a way as to render a solution that is twofold."

NSTP PETITION

License Changes Sought

SEEKING more fair and equal treatment for television producers regarding fees for business licenses, National Society of Television Producers, through its attorney, Max Gilford, has asked the Los Angeles City Council for an opportunity to presents its problems at a hearing.

In a letter that compared various inconsistencies found in licenses for other industries, the society stated that the license ordinance should "be either amended to specifically take care of the television producers' problems and by scheduling a lesser rate, or that the entire license ordinance be revised as to all concerned and made more equal and fair and without discrimination which it now has"

Letter stated that the license fee charged a TV film producer making a motion picture involving production costs from $1,500 to $10,000 is a minimum license fee of $50, for one picture. For 10 pictures a year, with total cost of $50,000, the fee is $100 per year; for 26 TV pictures costing $5,000 each, the fee is $200 per year.

Compared to this is the producer of B motion pictures costing $50,000 to $60,000 each, at a rate of three to five pictures a year. His income will be far in excess of the TV producer, although the license fee is the same for both. Producer of A pictures which might yield in excess of $500,000, pays $700 license fee; this fee remains the same even if he makes 50 films costing a million dollars each. The independent producer pays same $700 fee even if he makes only one movie costing $501,000.

Other charges of inconsistency also were listed.

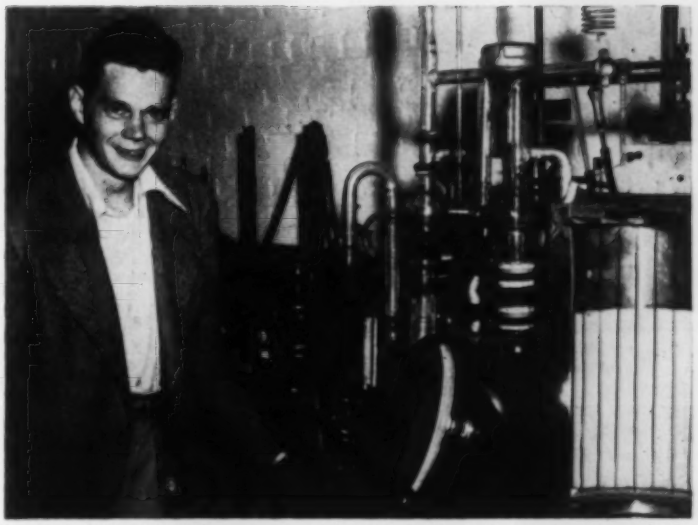
COLOR ON COAST

CBS Showing at Medical Meet

CBS color television will be demonstrated on the West Coast for the first time at the national convention of the American Medical Assn. in San Francisco June 26-29. The colorcasts will be microwaved six miles from the Fort Miley Veterans Administration Hospital to San Francisco's Masonic Temple.

Sixteen receivers will be installed for the demonstration. Smith, Kline & French Labs, Philadelphia pharmaceutical firm, will present the demonstration in cooperation with the Veterans Administration and the Stanford and U. of California medical schools. Dr. Peter Goldmark, director of engineering research and development for CBS, will also participate.

SEMINAR in television production being provided by Dept. of Extension Teaching and Information at Cornell U., Ithaca, N. Y., in connection with its advanced class in radio broadcasting.



HENRY KASPEROWICZ, of the Allen B. DuMont Labs, inventor of the new DuMont three-color direct view television tube, patent for which has been granted [TELECASTING, May 22], stands beside video equipment at DuMont's research division in Passaic. A resident of Passaic, Mr. Kasperowicz filed for the patent on the tube in October of 1945, when he was only 27 years old.

GROSS TIME

May '50 Sales More Than Triple May '49

GROSS TIME sales of three TV networks in May totaled more than three times the gross of all four TV networks in May of 1949, Publishers Information Bureau reported last week.

PIB figures also show that this ratio holds for the January-May 1950 TV network time sales, compared to the same five-month period of last year.

Breakdown by networks comparing time sales for May 1950 and May 1949 and for the five-month period of each year follows with DuMont data not reported for 1950:

* * *

	May 1950	May 1949	5 Mos. 1950	5 Mos. 1949
ABC	367,701	132,146	1,520,680	230,804
CBS	1,009,043	243,241	3,704,312	860,747
DuMont		61,394	. .	354,127
NBC	1,582,555	460,440	5,925,985	2,028,831
TOTAL	2,959,299	897,221	11,150,977	3,474,509

SAG BROCHURE

Explains Stand on TVA

SCREEN ACTORS Guild, seeking to further clarify its position in the current dispute with Television Authority over TV jurisdiction, last week issued a 16-page brochure to its members outlining its contract proposals for telecast motion pictures, comparing them with TVA proposals and reviewing dispute between the two groups.

Stating that the inferiority of TVA's complete schedule of conditions to SAG conditions is the result of "TVA's complete lack of experience in contract negotiations for actors in motion pictures and ignorance of the problems of such actors," the booklet listed 17 distinct points on which TVA contract proposals would undercut working conditions for motion picture actors.

Among points mentioned were continuous employment, rehearsal time, travel time, work on Sundays and holidays. TVA, Guild claims, asks nothing on these, the booklet said.

Ready for a TVA charge that the SAG minimum rate of $55 per day for single role in a single picture is too low, the Guild states that this rate is already established with motion picture producers, whereas TVA is only asking for a higher rate. There is quite a difference, SAG states, "between asking for something and getting it."

Screen Actors Guild brochure stated it wants "an intelligent, honorable settlement of the television dispute," something that National Labor Relations Board elections may bring about. Obviously, it continues, "there can be no settlement as long as the TVA bloc on the 4-A's board seeks to force its will on motion picture actors."

ABC-TV NEW BUSINESS

Nears $6 Million

AN ESTIMATED $6 million in television billing was sold, or nearly so, by ABC last week.

Eight programs, including one starring Don McNeill who has been signed to a 20-year contract by the network [BROADCASTING, June 19], were involved.

The contract with Mr. McNeill, the toastmaster of the radio show, *Breakfast Club*, on ABC for the past 17 years, is the longest continuing radio agreement ever signed with a personality. It is effective Jan. 1, 1951, and includes the entire McNeill family—Mr. McNeill; his wife, Kay, and three boys, Tommy, 15; Dennis, 14, and Bob, 9. In addition, the network will get the first option on the boys' services if they decide to follow in their father's footsteps.

The television program will be called *The Don McNeill Show* and is expected to start next October, on ABC-TV Wednesday nights. The present sponsors of the *Breakfast Club*, Swift & Co., Philco Corp. and General Mills, all are currently negotiating for sponsorship of the TV show. Details are expected to be consummated shortly.

Chicago Origination

The newly signed 20 year contract calls for Mr. McNeill to originate his program in Chicago for nine months out of the year, an eight-week vacation annually, two weeks origination in New York and two weeks in various points around the country.

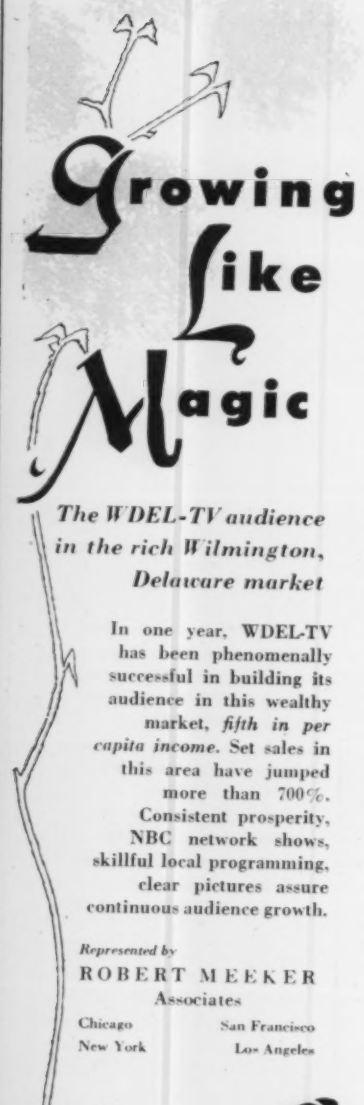
Among the television shows that ABC-TV has already signed up is the *Treasury Men In Action*, bought by Chrysler Sales Div., The Chrysler Corp., Monday, 8-8:30 p.m., starting Sept. 11, through McCann-Erickson, New York.

Another is *Acrobat Ranch*, sponsored by General Shoe Co., Nashville, Saturday, 11:30-12 noon, through Ruthrauff & Ryan, Chicago, starting Aug. 19.

American Safety Razor and Heed deodorant's *Sugar Bowl* with Chico Marx is scheduled to start in October, Thursday, 10-10:30 p.m., through Ruthrauff & Ryan, New York [BROADCASTING, June 19, also see page 19].

Ironite Corp. (mangle irons) will sponsor *Hollywood Screen Test* starting Oct. 2, Monday, 7:30-8 p.m. Brooke, Smith, French & Dorrance, New York, is the agency [BROADCASTNG, June 19].

Three other programs about to be set are Bendix with the *John Reed King Show*, Wednesday, 7:30-8 p.m.; *The Arthur Murray Program*, Champagne Cup, Thursday, 9:30-10 p.m., and the Dodge *Auto Show* slated for Sunday, 7:30-8 p.m.



The WDEL-TV audience in the rich Wilmington, Delaware market

In one year, WDEL-TV has been phenomenally successful in building its audience in this wealthy market, *fifth in per capita income*. Set sales in this area have jumped more than 700%. Consistent prosperity, NBC network shows, skillful local programming, clear pictures assure continuous audience growth.

Represented by
ROBERT MEEKER
Associates
Chicago · New York · San Francisco · Los Angeles

A STEINMAN STATION
WDEL-TV
CHANNEL 7
WILMINGTON, DELAWARE
NBC
TV • Affiliate

telestatus

NBC Issues a 'Television Profile'

(Report 117)

TELEVISION costs, already lower per thousand persons reached than those of leading national magazines, are continually declining as the TV audience grows.

This is graphically depicted in *Television Profile*, slick-covered brochure prepared by NBC's TV Sales Planning and Research Dept. "to provide advertisers and their agencies with a convenient, up-to-date report on the latest developments in a rapidly changing medium."

Comparing the cost—time and talent—of a half-hour evening TV program on NBC's 25 interconnected TV stations and that of a black-and-white magazine page, with 15% added for art and mechanical cost, NBC states that as of April 30, 1950, when the 25-station network reached 4,073,100 homes, its cost per thousand viewers was $3.60 compared with $4.49 for *Look*, $5.25 for *Cosmopolitan*, $5.25 for *Saturday Evening Post*, $5.30 for *Life*, $7.53 for *Woman's Home Companion* and $8.56 for *American Home*. By Oct. 31, 1950, NBC estimates its 25-station TV hookup will reach 5,055,000 homes at a cost of $2.90 per thousand.

In a similar comparison of network television's cost per thousand with that of leading newspapers in the 25 cities, NBC reports an average for the newspapers of $3.68, compared with the NBC-TV network cost of $3.60 as of April 30.

Circulationwise, the brochure points out, the 1 million TV sets in use as of Jan. 1, 1949, were more than the circulations of *Glamour*, *New Yorker* or *Fortune*; on Jan. 1, 1950, TV's 3,950,000 circulation was greater than that of *American Magazine*, *Cosmopolitan* or *Time*, and by July 1 of this year it will reach 6,400,000, surpassing *Life*, *Ladies Home Journal* and *Saturday Evening Post*.

Looking ahead, NBC predicts that the nation's TV homes will total 8,600,000 by Jan. 1, 1951; 14 million by Jan. 1, 1952, ahead of the circulations of the newspaper supplement magazines *American Weekly* and *This Week*; 20 million by Jan. 1, 1953, and 24 million by Jan. 1, 1954.

Cites Survey

The brochure also cites a survey made for RCA by Elmo Roper & Staff in June and July 1949 in 33 TV cities, which showed that TV families are more prosperous; have more consumer durables such as washing machines, electric refrigerators, telephones, autos and homes of their own; are younger and are larger in size than non-TV families, with the median number of persons per family being 3.4 for TV families compared with 2.9 for non-TV families.

The Roper study showed the median number of viewing hours per week per person as 14 hours, 24 minutes, with 6.6% viewing less than 3 hours, 25.9% viewing 3 to 10 hours, 51.1% from 10 to 25 hours and 15.3% more than 25 hours. The average viewers per set from 6 to 11 p.m. was 1.14 men, 1.26 women, 0.94 children—a total average of 3.34 viewers per set.

* * *

Three Stations Issue New Rate Cards

NEW RATE CARDS have been announced by three television stations — WBZ-TV Boston, WRGB (TV) Schenectady and WTVJ (TV) Miami.

At WBZ-TV an hour of live-studio Class A time (6-11 p.m., Mon-Fri., 12 N-11 p.m., Sat. and Sun.) becomes $700 while an all-film telecast in the same period becomes $600 an hour. Twenty-second and one-minute slide or film announcements in Class A time become $125 on July 16 when the new rates are effective. Live studio rehearsal charges also are increased and will become $50 per half-hour. Rate protection will be given to Jan. 15, 1951, to present clients providing no lapse in schedule occurs.

On July 1 new rates become effective at WRGB. A base hourly evening rate of $350 gross will apply during Class A time (6-11 p.m.). Three-fourths of the base rate will apply during Class B time (5-6 p.m., Mon.-Fri., 1-6 p.m., Sat. and Sun.). At all other times half the base rate will apply. Base rate for one-minute announcements,

(Continued on Telecasting p. 13)

Weekly Television Summary—June 26, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	3,350
Ames	WOI-TV	11,200
Atlanta	WAGA-TV, WSB-TV	37,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	172,820
Binghamton	WNBF-TV	14,200
Birmingham	WAFM-TV, WBRC-TV	15,000
Bloomington	WTTV	6,050
Boston	WBZ-TV, WNAC-TV	390,762
Buffalo	WBEN-TV	98,082
Charlotte	WBTV	15,633
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	493,938
Cincinnati	WCPO-TV, WKRC-TV, WLWT	130,000
Cleveland	WEWS, WNBK, WXEL	234,796
Columbus	WBNS-TV, WLWC, WTVN	71,000
Dallas, Ft. Worth	KRLD-TV, WBAP-TV, WFAA-TV	
Davenport	WOC-TV	11,447
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	67,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	247,000
Erie	WICU	36,050
Ft. Worth-Dallas	WBAP-TV, WFAA-TV, KRLD-TV	56,740
Grand Rapids	WLAV-TV	34,410
Greensboro	WFMY-TV	12,479
Houston	KLEE-TV	26,823
Huntington-Charleston	WSAZ-TV	13,340
Indianapolis	WFBM-TV	47,500
Jacksonville	WMBR-TV	10,500
Johnstown	WJAC-TV	23,100
Kalamazoo-Battle Creek	WKZO-TV	27,376
Kansas City	WDAF-TV	35,793
Lancaster*	WGAL-TV	48,518
Lansing	WJIM-TV	24,000
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	563,466
Louisville	WAVE-TV, WHAS-TV	34,102
Memphis	WMCT	38,528
Miami	WTVJ	27,400
Milwaukee	WTMJ-TV	114,664
Minn.-St. Paul	KSTP-TV, WTCN-TV	95,650
Nashville	.....	200
New Haven	WNHC-TV	81,800
New Orleans	WDSU-TV	27,771
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,360,000
Newark	WATV	Incl. in N. Y. estimate
Norfolk	WTAR-TV	19,634
Oklahoma City	WKY-TV	30,325
Omaha	WOW-TV, KMTV	24,272
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	508,000
Phoenix	KPHO-TV	10,800
Pittsburgh	WDTV	108,000
Portland, Ore.	.....	887
Providence	WJAR-TV	62,162
Richmond	WTVR	33,913
Rochester	WHAM-TV	41,951
Rock Island	.....	
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	16,900
San Antonio	KEYL-TV, WOAI-TV	19,025
San Diego	KFMB-TV	40,100
San Francisco	KGO-TV, KPIX, KRON-TV	60,289
Schenectady Albany-Troy	WRGB	82,700
Seattle	KING-TV	30,300
St. Louis	KSD-TV	135,500
Syracuse	WHEN, WSYR-TV	44,879
Toledo	WSPD-TV	40,000
Tulsa	KOTV	25,700
Utica-Rome	WKTV	15,800
Washington	WMAL-TV, WNBW, WOIC, WTTG	136,600
Wilmington	WDEL-TV	36,532

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 105 Sets in Use 6,284,256

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

RESULT STORIES are piling up at WGN-TV!

Here's another you should know about:

A letter from an advertising agency states,

"You might be interested to know that the first week's response of 598 pieces followed by 623 on the second week is the highest mail response reported by any of the 28 stations currently carrying ...(program)...It exceeds the mail count in cities such as New York and Los Angeles both of whom currently have more television sets than Chicago. WGN-TV certainly can take a bow on the strength of its showing so far."

Whatever your business...whether it's cars or cigarettes, sewing machines or soft drinks...your station for results is WGN-TV, Channel 9 in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

COURT CAMERA
KSTP-TV at Murder Trial

TV BEAT has been scored by KSTP-TV Minneapolis-St. Paul with a 30-minute sound-film TV news pickup of the Ruben Shetsky murder trial at Glencoe, Minn. Films were shown on a special edition of *Telefoto News* on KSTP-TV and used later on a repeat show.

Mr. Shetsky, who originally was adjudged guilty of second degree murder, was awarded a new trial several months ago. Telephotographer Dick Hance later was permitted by the judge to shoot films of Mr. Shetsky's appearance on the witness stand.

Mr. Hance goes into action with a KSTP-TV film camera as the drama of the Ruben Shetsky murder trial unfolds in Glencoe, Minn.

Portions of Mr. Hance's film work also were used by NBC-TV, which had previously utilized his Winnipeg floods TV film coverage May 7 and 8 on the *Camel Television Newsreel*. Mr. Hance is northwest representative for NBC-TV news, and has covered two airplane crashes, the Bistrom brothers manhunt, and "Operation Haylift." *Telefoto News* is sponsored on KSTP-TV by Cribben & Sexton (Universal gas ranges) Tuesday, at 6:55 p.m.

WRGB (TV) RELAY
FCC Denies Reinstatement

GENERAL ELECTRIC Co.'s WRGB (TV) Schenectady was denied permission by FCC last week to reinstate its private microwave relay to New York to pick up baseball telecasts originated by WPIX (TV) New York. The Commission cited GE's statement in January that regular common carrier facilities are available. FCC deleted the relay in February.

GE requested reinstatement of the relay on grounds the cost of common carrier facilities for single station operation would be prohibitive, but FCC ruled a grant for this reason would "undermine the purpose" behind its policy on intercity TV relays [BROADCASTING, Dec. 26, 1949]. FCC said it believed GE had received ample time to amortize its investment since the relay was operated nearly 2½ years and the equipment before that had been used for developmental work.

PHILCO CAMPAIGN
$25 Million Is Set For 1951 Line

PHILCO CORP. and its dealers will spend approximately $25 million to advertise the company's 1951 line of radios, TV sets, ranges, refrigerators, freezers and air conditioners. Announcement was made by James H. Carmine, Philco executive vice president, at a Monday news conference in Atlantic City, where Philco introduced its new products to some 6,000 dealers and distributors.

Television will continue as a major medium in Philco's advertising, Mr. Carmine said, with *Philco Television Playhouse* remaining in its Sunday evening hour on NBC and the company also retaining its local TV shows.

He announced that Philco also has "first refusal" on the Don McNeill TV program planned for the fall in addition to its sponsorship of the final 15 minutes of Mr. McNeill's *Breakfast Club* on ABC's radio network five mornings a week. Magazines, newspapers, billboards and direct mail also will be used, Mr. Carmine said.

Philco's 1951 TV line includes 34 models with 27 models listed for radio receivers.

Orders totaling more than $100 million at factory level were booked by Philco for delivery through September at the two-day distributor meeting preceding the dealer sessions, Mr. Carmine reported. The current orders from the company's 1,200 distributors included orders for 343,000 TV sets, he said.

William Balderston, Philco president, told newsmen that with sales of approximately $140 million for the first half of 1950 his company anticipates total sales for the year to reach the $300 million mark, compared with $215 million for last year. Sales of TV sets will account for nearly 50% of this total, he stated.

Sees Million Philcos

Pointing out that Philco has manufactured and sold more than 400,000 TV sets so far this year, Mr. Balderston estimated that the company will produce and sell more than a million video receivers before the year is over, out of an estimated total of about six million TV sets for the entire industry.

Answering questions about the probable effect of the inauguration of color TV on the set sale situation, Mr. Balderston said he expects a continuing demand for black-and-white sets for some time to come, particularly if the standards set by FCC call for a compatible color system.

Pressed for an estimate of the cost of the first color receivers, he said the least expensive sets in the color line might well be priced at $350 to $400. These prices will decline with experience and mass production, he said, but he expressed the opinion that color sets will always cost about 30% more than monochrome receivers.

If color standards are set this fall, as is expected, it will be at least a year and perhaps 18 months or two years before color broadcasting starts and color sets can be sold, Mr. Balderston, said. Eventually color television should be big business for Philco and the other set makers, he opined, but he added that there won't be many color sets sold for another year or more.

MARGE KERR
Heads Morris TV Section

MARGE KERR, N. W. Ayer & Son, N. Y. timebuyer for six years, has resigned to join William Morris Agency Inc., New York, in a newly-created post as head of the creative television program development department.

Prior to joining N. W. Ayer, Miss Kerr was vice president and head of production for Tom Fizdale Inc.

FULL TV COURSE
RCA Equips Music College

TV EQUIPMENT equalling the amount used by many a commercial station has been shipped by RCA to the College of Music of Cincinnati for use in a four-year college TV course, according to RCA's engineering products department. It is believed the Cincinnati school is the first music educational institution in the country to offer such a course leading to the degree of Bachelor of Fine Arts in Radio Education, RCA said.

The equipment is to be used in TV studies which include a survey for beginners, TV production, station operation, newscasting, film equipment operation, film production, continuity writing, and the legal aspects of the TV-radio industry. Among items purchased are studio camera chain, 16mm projector, film camera, microphones, booms, control room facilities, transcription turntables and rack-mounted audio equipment. Installation of equipment is expected to be ready for the college term beginning in September.

TV UPS FURNITURE SALES
'Greatest Boon' in History, NRFA Head Says

TELEVISION is "the greatest boon" to the furniture industry in its entire history, according to Maurice Nee, president, National Retail Furniture Assn. He spoke at a round table news conference participated in by Ross D. Siragusa, president, Admiral Corp., on the opening day of the annual Summer Furniture Market in Chicago, June 19 to 29.

Mr. Nee said last year's sales of TV sets accounted for 5% of the retail furniture volume, "the same percentage as dining room furniture in pre-war years. Television stimulates the purchase of all other household goods," he said.

Mr. Siragusa, reporting that Admiral business in the first half of 1950 has increased between 2½ and 3 times over last year, said receiver prices are down "from $80 to $200, as of this morning. Admiral's drastic reduction in prices will force others to follow suit."

Color Prediction

Predicting that color TV will not be an actuality for 2½ or 3 years, Admiral's president termed color "a great thing for the industry when it happens. . . . We in the industry think the TV freeze will end early in '51, although FCC Chairman Wayne Coy says the end of this year," he added.

The public, temporarily, has stopped buying sets at the rate of production, and the "peak season of six or eight weeks ago has leveled off about 35%," Mr. Siragusa said. He recommended purchase of advertising in direct proportion to sales, saying advertising has done a "fantastic" selling job for Admiral. He cited expenditure of $15 million for advertising this year, compared with $6 million in 1949.

Value of TV advertising was stressed also by Clark Kelsey, publicity director of the American Furniture Mart, who outlined reaction to Congoleum-Nairn's *Garroway at Large* on NBC-TV: "The firm gets immediate next-day response."

20,000 Buyers Attend

About 20,000 buyers from all over the nation are attending the market, which features radio and TV receiver lines of Philco, RCA, Bendix, Westinghouse, Sparton, Air King, Sentinel and Hallicrafters. In addition, allied exhibitors include four showing radio benches and stools, 10 showing radio furniture and 33 exhibiting radio and television furniture.

Furniture again this year has been designed to make the living room a viewing area with turnabout sofas, chairs, tables, hassocks and lamps. Book cases are built deeper to accommodate a TV set on the top, and one table shown has an open well which allows heat from the set to escape without marring the table top.

Furniture for *Howdy Doody* fans features a small swivel chair of plastic, a Roy Rogers chuck wagon, Hopalong Cassidy wallpaper and a Lone Ranger juvenile set.

Complete new TV lines are being shown by Admiral, Westinghouse and Sparton at the furniture and merchandise marts.

INTERCONNECTION AT&T Doubts Practicability

ADDED doubts that interconnection of Western Union and American Telephone and Telegraph Co. intercity TV relay facilities would be technically practical—let alone desirable—were expressed by Bell System officials last week at further FCC hearings on the issue.

Held before FCC Hearing Examiner Elizabeth C. Smith, the further sessions ran Thursday through Friday and were principally devoted to cross examination of F. R. MacFarland, program service manager of AT&T's Long Lines Dept., and Frank A. Cowan, engineering chief of the Long Lines Dept., who previously had testified [TELECASTING, June 12, April 24]. It was expected the hearing would be recessed Friday until early July at which time Western Union would give its rebuttal evidence and testimony on how it proposes to divide tariff revenues with AT&T should the Commission allow interconnection.

At the conclusion of this further hearing it is proposed to recall various broadcasters for additional examination on their TV relay needs and views on interconnection. Earlier they generally indicated interconnection would foster rapid growth of TV, with certain exceptions [TELECASTING, May 8].

Mr. MacFarland testified that since September 1949 there has been no need for allocation of service from New York to Philadelphia and from the latter city to Washington. Five southward channels, he said, provide one channel for each of the four TV networks on a monthly basis with one channel left over for occasional use.

Channel Summaries

Two channels northward are allocated, Mr. MacFarland said, and service must be allocated first between Philadelphia and New York because of allocated service from the West. New radio relay facilities between New York and Chicago will relieve this situation when they are put into effect late this summer, he said.

Summaries of network use of the channels in March, April and May were presented by Mr. MacFarland, who testified the reports showed the second northward channel actually was used on an average of less than one hour daily. He concluded that even though another channel were added either direction between New York and Philadelphia there would be no more usage than at present. Western Union's only existing TV radio relay is between these cities.

Asked by Western Union counsel, William E. Seward, if need for extra channels there existed in June 1948, Mr. MarFarland agreed this was so but explained the need was met with added facilities in latter 1949.

To further questioning, Mr. MacFarland stated the Bell System would have allowed interconnection with Western Union at the time of the need for extra channels but no request for interconnection ever was made. AT&T policy against interconnection with Western Union was made when the Bell System's new tariff which became effective in March of this year, Mr. MacFarland said. He explained this was following FCC's order for modification of the previous tariff to require temporary interconnection with TV relays of private broadcasters.

Mr. Cowan cited technical problems involved in interconnection of the terminal facilities of the Bell and Western Union facilities because of their different functioning characteristics.

There are "many operating problems that I know no solution for," Mr. Cowan said regarding interconnection, but he did not wish to consider such would be "impossible" to achieve. Even though Western Union has modified its proposal to put an operator on a customer's premise where "in and out" network facilities would be terminated, Mr. Cowan still saw division of responsibility and problems of coordination as objectionable features.

Western Union, which would furnish only radio relay facilities, proposes to terminate its relay on the customer's premise in all cases. AT&T, on the other hand, which supplies both coaxial cable and radio relay facilities, terminates these relays at a central office which it controls and brings service to the customer via a local loop. The latter system gives the common carrier greater control and flexibility of operation, AT&T claims.

Mr. Cowan conceded that in some cases such as the NBC Camel Caravan program, which requires multiple switches during some shows and part of which are handled by NBC, that customer-common carrier coordination and split responsibility now exists. He indicated this is done under more favorable conditions than would be the case in general application and said the matter is one of degree.

The AT&T witness agreed that Western Union could train its personnel to handle the coordinated operation successfully but believed this would be "more difficult."

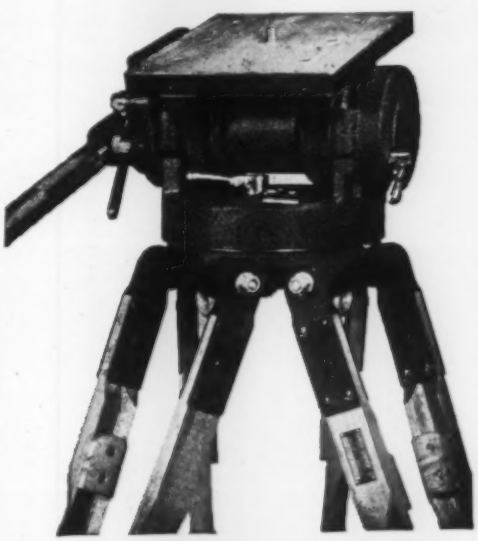
WJAR-TV to DuMont

WJAR-TV Providence last week joined the DuMont Television Network, bringing to 59 the number of stations currently affiliated with the network. WJAR-TV also is affiliated with CBS-TV, ABC-TV and NBC-TV. Station is licensed to the Outlet Co., which also owns WJAR (NBC) and WJAR-FM.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

PHONEVISION

FCC Asks More Data On Promotion

FCC last week said it still was not convinced that Zenith Radio Corp. did not over-promote its pay-as-you-see television system. Until further information can be supplied, the FCC stated in a letter to Zenith's president, Comdr. Eugene F. McDonald Jr., the hold-up on Zenith's request for an extension of the date on which it was to have started Chicago tests on Phonevision will continue [TELECASTING, June 5].

Specific information was lacking, the Commission said, on Zenith's reported contingent credit plan with manufacturers and its stand on encouraging installation of decoder outlets in the manufacture of TV receivers. Subsequently, FCC asked Zenith for detailed explanations of agreements with manufacturers and its future plans in connection with decoder outlets.

Earlier this month, FCC had instructed Zenith to file a verified statement on its Phonevision promotion after asserting that Comdr. McDonald has solicited manufacturers to start building Phonevision decoder outlets and that advertisements have been run stating "Phonevision will soon be here."

In reply, Comdr. McDonald had written the FCC that Zenith's letter to manufacturers was "marked confidential and not intended for publication." Letter's purpose, he said, was to suggest outlets be included in TV receivers now so that if and when FCC approves Phonevision, the public would be able to have the necessary decoding unit installed at "great saving." He also denied that Zenith had published "or approved" any advertisements containing the assertion "Phonevision will soon be here."

FCC said:

. . . The Commission's letter also stated that the Commission believed that a serious question was raised as to whether your actions have been consistent with the conditions imposed on your special temporary authorization, particularly condition 3 that Zenith avoid action or give impression that Phonevision has been or will be authorized on regular basis or that the authorization constitutes Commission approval of the Phonevision or subscription television principle. . . . The Commission has reviewed carefully your letter of June 2, 1950 . . . and it is of the opinion that your actions have not been consistent with the condition quoted. . . .

Decoder Issue

In reference to Comdr. McDonald's assertion that his firm suggested the manufacture of decoder outlets in TV sets to protect the public, the FCC said:

. . . (FCC) does not feel that the situation in case of Phonevision is comparable to the analogies you draw as to the manufacture by you of two-band FM receivers and television receivers with turret tuners which you state are capable of being readily converted to receive UHF transmissions. In the latter two cases, the new or changed service had actually been proposed or authorized by the Commission, while in the case of Phonevision not only has the Commission made no proposal but it has indicated clearly . . . that serious legal and policy questions remain to be determined. . . .

Emphasizing that the Commission believes any proponent of a new radio service "can best serve the public" in the experimental stage by "exercising restraint" in publicizing the service and in advertising, selling or distributing apparatus to be used, FCC's letter warned that actions to the contrary can lead to "substantial investment by the public in the service." The Commission pointed out it had expressly forbidden promotional activity in the Zenith case.

SEEING is believing underlies this lie detector test telecast by KLAC-TV Los Angeles to determine whether Al Jarvis (r), station's disc jockey, is telling the truth in his commercials. Applying test is Sgt. Oak Burger, Los Angeles Police Crime Lab Technician. Mr. Jarvis, station says, came out with "flying colors" as sincere representative of his sponsor's product, Cook's Early American Wine.

LABOR NETWORK

Urged by AFL Editor

A SUGGESTION that organized labor in 50 large cities file applications with FCC looking toward formation of a labor owned-and-operated television network was advanced last week by an AFL magazine editor.

"Labor can do a peach of a job in the field of TV, just as it has in radio in the . . . highly successful station, WCFL, in Chicago, operated by the Chicago Federation of Labor, and the recently established network of labor-owned FM stations," according to Bernard Tassler, who identified himself as managing editor of an AFL publication called the *American Federationist*.

Mr. Tassler announced he would try to enlist the suport of M. S. Novik, radio consultant, who has been active in formation of labor FM stations. He said he hopes that the AFL and CIO would adopt resolutions along that line at their national conventions.

VIEW COLOR

NAB Directors See Tests

NAB directors took a look at color television Tuesday noon, opening day of the summer board meeting in Washington. They were luncheon guests of RCA at the Wardman Park Hotel.

Frank M. Russell, NBC Washington vice president and for many years an NAB director, escorted the board members through the WNBW (TV) Wardman Park studios and control room during production of a color program. Afterward they watched a color program on black-and-white and single-tube color receivers in the NBC Trans-Lux Bldg. studios.

Many of the directors had their first look at color TV. They asked many questions about the RCA system. The program was observed on a 14-inch screen with 117,000 color dots. RCA engineers explained that new tubes would have double the number of dots, with greatly improved definition and fidelity.

TV TRAINING

School Uses Closed Circuit

THE ELECTRONICS INSTITUTE, Detroit television, electronics and radio engineering school, has announced inauguration of weekly half-hour closed circuit television programs for the purpose of familiarizing advanced engineering students with actual operating technique.

According to Dr. J. W. Head, president of the school, the new program utilizes the school's new television studio which includes three cameras, the programs being fed by coaxial cable to 10 monitor outlets throughout the school. Studio equipment includes three DuMont image orthicon cameras complete with electronic view finders, and an RCA monoscope camera for test pattern. Advanced engineering students at the school, directed by H. W. Reinhold, television engineering instructor, also have constructed some equipment.

Included in the equipment is a distribution amplifier designed by Mr. Reinhold and constructed by the students which supplies composite TV signals, RMA "sync" horizontal and vertical driving pulses, linearity pattern, etc., to the students' work benches in the engineering lab. These signals, the school stated, are used for engineering projects and problems.

HAYES FILM FIRM

Claims Low Cost Library

NEW television film distribution plan, described by its originators as the "cheapest cost per minute program plan in the television field," has been announced by Sam Hayes Productions, Hollywood. Under the new plan, being called "TV Film Thesaurus," stations may be provided with from 39 to 78 weeks of programming under three different plans, ranging from 130 minutes to 240 minutes per week. Rates range from 75 cents to $1.75 per minute, based on the number of TV receivers in the market area.

Plan calls for cash credits to be applied to future bookings after service is used for a certain period, two showings of films per week and special rates for daytime or late evening programming. The thesaurus comprises an entire library of 3,600 reels of motion pictures recently acquired from Hollywood Film Enterprises Inc.

'I'LL SELL YOUR HOUSE'

Realty Firm Sponsors Program on WWJ-TV

SELLING homes through television, pointed up by three factors—appealing entertainment, a desirable product, and effective, straightforward commercials — is going over in a big way for the C. Bruton Realty Co., Detroit, on its WWJ-TV Detroit program, *The George Scotti Show*.

With George Scotti, pantomimist and pianist, as star, the quarter-hour program is built for general audience appeal. Commercials present a live situation, coordinated with flip cards displaying new and used homes and interiors.

Although home-buying is done with more care and caution than buying smaller consumer goods, C. Bruton reports the immediate response has proved astounding. So many calls came in after the first two shows, Mr. Bruton stated, that the firm had to increase its phone lines.

The campaign, stressing the theme, "I'll sell your house through television," was prepared for Bruton Co. by Rex Advertising Co., Detroit.

Instrumental in putting *The George Scotti Show* on the air were Gabriel Dype, WWJ-TV sales; Jack Trustman, Rex Advertising Co.; Mr. Scotti and C. Bruton, head of the real estate firm.

Retained by TOA

THEATRE OWNERS of America has retained the Washington consulting engineering firm of Jansky & Bailey to assist in the preparation for the expected forthcoming theatre television hearing before FCC. Gael Sullivan, TOA executive director, stated Jansky & Bailey will work in cooperation with the association's theatre television committee and Marcus Cohn, TOA television counsel. FCC has set no date for the hearing.

Telestatus

(Continued from Telecasting p. 8)

participations and 20-second station breaks will be $60 for live or film. An additional charge of $10 per announcement will be made on live announcements requiring special production. Current advertisers will be protected through Dec. 31.

Also on July 1 new rates become effective at WTVJ. A one-time hour in Class A time (6-11 p.m., Mon.-Sat., all day Sun.) becomes $300. In Class B time (all other times) the basic hourly rate will be $225. These rates are for film programs only. Spots, either film or slide, in Class A time become $50 on a one-time basis. Class B spots start at $38. Rate protection will be given current advertisers through Jan. 1, 1951.

* * *

Advertest Surveys Variety Programs

MILTON BERLE'S *Texaco Star Theatre* was the most widely remembered and viewed television variety program in the New York area during April, according to a report released last week by Advertest Research.

Information is based on 816 personal interviews in New York-New Jersey television homes and covers television variety programs.

Projecting the sample to the entire number of TV homes in the area, Advertest reports that *Texaco Star Theatre* was viewed regularly in 921,300 New York area homes in April. Of these viewers, a slight majority were in homes with yearly income of over $5,000.

When respondents were asked to name the TV variety program which they considered the family favorite, 25.9% named *Texaco Star Theatre;* 14.3%, *Show of Shows,* and 12.6%, *Toast of the Town.*

Of the two variety shows presented on film—Alan Young and Ed Wynn programs—a majority of respondents said they did not recognize the programs as being on film.

In a question on the content of commercials on favorite variety and dramatic programs, 15.3% of the respondents could adequately describe variety program commercials but not dramatic program commercials, Advertest reports. Only 9.7% could describe dramatic program commercials but not variety program commercials.

A majority (81%) of respondents said they liked hour-long variety programs best.

* * *

TV Has Little Effect On Newspaper Circulation

TELEVISION has exerted "negligible" impact on newspaper and magazine circulation, according to a research study prepared by Owen & Chappell, New York advertising agency. The study compared newspaper and magazine circulation in three big television markets, New York, Philadelphia and Los Angeles, and in three of the largest non-television cities, Portland, Ore., Denver and Des Moines.

Owen & Chappell found that "over-all the impact of television (on newspaper circulation) is indicated as being negligible" and that "there is no evidence that television has played any kind of a part in shaping magazine total circulation trends."

* * *

Canadian Set Sales Reach 13,500

SALES OF TV receivers in Canadian border areas continue to boom. By latest official count 13,500 Canadians had bought TV receivers at an average cost of $400. There are no TV stations in Canada as yet, but viewers in southern Ontario, where most sets are sold, receive U. S. stations in Buffalo, Rochester, Syracuse, Erie, Cleveland, Toledo and Detroit. In the Vancouver area, Canadians can receive KING-TV Seattle.

There are now 13 companies making TV sets in Canada, with production in the first four months of 1950 set at 5,300 sets. Planned production for the year is 31,000 sets. Receivers are now 90% Canadian content. Canadian General Electric is reportedly producing cathode ray tubes at the rate of 4,000 a month, with about half the output going to the United States.

* * *

Summer Affects Chicago Televiewing

JUNE viewing is as high as that in May for late evening movies and Sunday shows, despite other changes reflecting summer audience patterns, according to a study made by Jay & Graham, Chicago, publisher of Videodex ratings.

Contrasting the top 10 Videodex shows for June and May, the firm discovered that the number of tuned-in sets dropped as much as 20%. Popular early-evening network telecasts "had a very significant decrease in audience," with drama programs suffering most and variety the least, the report shows.

Popular Shows

Among the most-popular features reaching less homes in June were *Philco Playhouse, Silver Theatre, Studio One, Kraft Television Theatre, Fireside Theatre, The Goldbergs, Mama* and *Martin Kane.* Movies, however, appeared to hold audiences, especially if the films were top-flight, because they generally are programmed later in the evening, the report shows.

A survey of Chicago viewing found that only one motion picture lost its audience this month, and it was telecast at 8 p.m. Although the initial results of the viewing study were garnered from diaries submitted in the Chicago area only, Jay & Graham reports that the pattern is similar in all other major TV markets on the cable.

* * *

June ARB Reports For N. Y. and Chicago

LATEST report on televiewing in New York and Chicago released last week by American Research Bureau showed Milton Berle's *Texaco Star Theatre* to be the leading program during the check week of June 1 to 8.

Top 10 programs in the two cities were shown as follows:

NEW YORK

1.	Star Theatre	61.2
2.	Toast of Town	52.7
3.	Godfrey Friends	42.1
4.	Talent Scouts	41.3
5.	Philco Playhouse	32.9
6.	Jack Carter Show	31.3
7.	Ford Theatre	30.3
8.	Man Against Crime	28.6
9.	Suspense	27.9
10.	Silver Theatre	27.5

CHICAGO

1.	Star Theatre	51.7
2.	Godfrey Friends	47.8
3.	Toast of Town	45.9
4.	Talent Scouts	38.2
5.	Man Against Crime	37.0
6.	Jack Carter Show	36.0
7.	Ford Theatre	33.2
8.	Stop the Music	32.7
9.	Garroway at Large	30.5
10.	Original Amateur Hour	29.9

* * *

Nielsen Rates May Programs

LEADING television program during first two weeks of May was *Texaco Star Theatre,* according to report released last week by A. C. Nielsen Co.

Rank order in terms of audience delivered and program popularity as reported by Nielsen follows:

AUDIENCE DELIVERED

Number of TV Homes Reached In Total U. S.

Rank	Program	Homes (000)
1.	Texaco Star Theatre	3,428
2.	Toast of the Town	2,172
3.	Arthur Godfrey & Friends	2,066
4.	Philco TV Playhouse	2,066
5.	Godfrey's Talent Scouts	1,945
6.	Martin Kane—Private Eye	1,913
7.	Stop the Music (Lorillard)	1,719
8.	Lone Ranger	1,664
9.	Fireside Theatre	1,647
10.	Lights Out	1,624

PROGRAM POPULARITY

Per Cent of TV Homes Reached In Program Cities

Rank	Program	(%)
1.	Texaco Star Theatre	69.4
2.	Godfrey's Talent Scouts	55.0
3.	Toast of the Town	48.6
4.	Hopalong Cassidy (General Foods)	43.7
5.	Stop the Music (Lorillard)	42.1
6.	Fireside Theatre	42.1
7.	Godfrey & Friends	41.5
8.	Philco TV Playhouse	40.5
9.	Martin Kane—Private Eye	40.3
10.	Lights Out	40.3

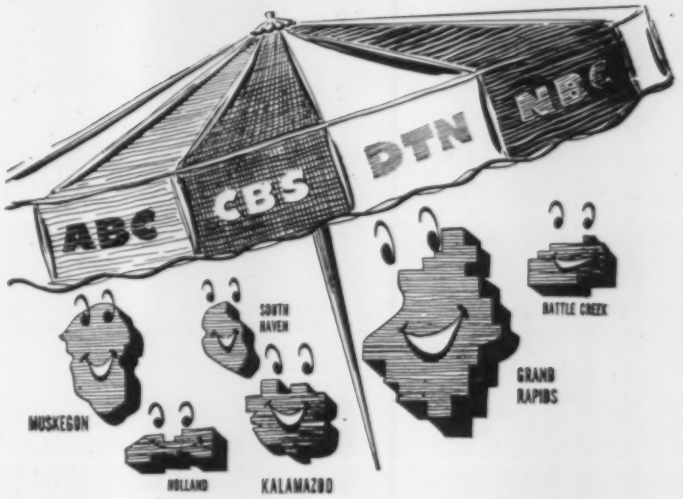
PUBLIC SERVICE

TBA Queries TV Stations

TO AID public service organizations in the preparation of TV material and video broadcasters in getting only material that they can and will use, the public service programming committee of Television Broadcasting Assn. has prepared a questionnaire. It covers the technical and programming specifications of all operating stations, to whom it was sent last week.

TBA anticipates 100% response and it will publish the results.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

You Get the Sponsors —We'll Do the Work

TV's TOP

BASEBALL

ROUNDUP

"SCOREBOARD"

by

ACME TELEPHOTO

Fast-moving, 5-minute daily show giving complete visual resume of *TODAY'S* Big League games—on television *TODAY!* Completely produced by local Acme bureau—ready to go on the air, with sponsor's art and copy included.

LATEST SCORES—In breezy cartoon form.

SPOT PICTURES—Day's best action, star players; hot off the wires of Acme Telephoto!

A daily show with top viewer and sponsor appeal. See it now while baseball is hot. Write today!

* * *

Other timely, top-interest trouble-free **Acme Telephoto** TV shows available on **NEWS, WEATHER, WOMEN.** Also 20-second and 1-minute advertising **SPOTS** with latest news and pictures. Ask about our 15-minute **News-Sports-Weather** package.

All available on 35 mm. filmstrip slides, balop cards or prints; with typed script. Send coupon for details

Please send details on Acme Telephoto's Baseball SCOREBOARD for TV. I am also interested in:
☐ NEWS ☐ WEATHER ☐ SPOTS
☐ WOMEN ☐ 15-MIN. PACKAGE

Name .....

Firm .....

Address .....

ACME TELECTRONIX
Division of NEA Service, Inc.
1200 West 3rd St. Cleveland 13, O.

reel takes

VOCATION, television; career, television; hobby, television. That's how Gordon Levoy, head of General Television Enterprises, Hollywood, divides his time at present.

And, if success is to be measured in monetary terms, as one who has achieved the distinction of regaining the total cost of a television production within a year, he would seem to be putting to good use the some 24 hours involved in these pursuits.

Gordon not only gained back his original investment in this case, but made television history by also showing a profit. This was accomplished when CBS purchased U. S. television rights to his series of 52 quarter-hour *Strange Adventure* television film series in a four-year contract with 10-year options.

He originally had put out $290,000 for the series, with Procter & Gamble paying him $91,000 after the first run showings. CBS paid $225,000 outright for rights. Furthermore, GTE will share in the profits once CBS regains its outlay in telecasting films.

Formation of General Television Enterprises in January 1949 was one of the first positive steps taken in the direction of TV by Gordon Levoy, who had been studying television "disinterestedly" for 20 years, and "interestedly" for three or four years. Firm originally was established for the distribution of television film, to act as liaison between producers, sponsors and networks.

Becomes Producer

A few months after its establishment, however, Gordon found himself in the role of producer when Procter & Gamble contracted him to supply a series of TV programs. Finding no material that he considered suitable, he devised the programs themselves, and sub-contracted them out to film producers, whom he assisted in their production. First series of 13 dramatic plays were produced for GTE by Teleplay; second 13 by Ace Productions; last 26 by Pyramid Productions Inc. Films ran for P&G on 24 NBC television stations last year as half-hour *Fireside Theatre* programs.

Believing that television films should be merchandised like motion pictures, Gordon had sold only first run rights to P&G; 30 days following their first run, film rights reverted back to him. Since then he has sold films under the name of *Strange Adventure* throughout the country on second run as well as first run basis. They are currently on 29 TV stations on both bases.

Future plans for GTE include making of more television films with dramatic format. Any such enterprises will, however, await a sponsor, Gordon says.

Mr. LEVOY

* * *

He feels that gradually television film packages will assume some sort of dramatic form, as happened in the development of motion pictures. With such varied formats as can be offered in this form, every type of audience can be reached, he believes.

A contribution from Canada, Gordon Westrich Levoy was born in 1904 in Montreal. The Westrich was his mother's contribution—her maiden name. Following early schooling in that city he proceeded to line up degrees for himself—a B.A. in Liberal Arts from McGill U. in 1925 where he studied under Stephen Leacock; M.A. the following year from the same school; Bachelor of Economics from Montreal Economics Schools; Sc.D. from Science Research Institute of Canada; LL.B. from the U. of Southern California in 1929. The latter degree resulted when he changed his original plan of becoming a teacher of economics and decided to go into law.

Following completion of his degree in 1929 he opened law offices in Hollywood. Gravitating towards the entertainment industry, he helped organize several motion picture firms, one of which was Republic in 1935. During these years through various contacts he grew familiar with the radio and motion picture industries, the combination of which made him ready for his plunge into television in 1949.

Besides his television activities which keep him traveling from coast to coast, Gordon still finds time to function as a motion picture attorney.

The Gordon Levoys, she is the former Edith Cole, were married in 1936. They make their home in Beverly Hills with the alliterate trio of Larry, 12; Linda, 8; and Lola, 4.

TV TOPS MOVIES

In National Economy Says Hodgson

IN THE four postwar years that represent nearly the entire life-span of television, this young industry has attained a place of greater importance in the national economy than that of the long-established film industry. So stated Richard Hodgson, director of technical operations, TV division, Paramount Pictures Corp., at a meeting of the Allied Theatre Owners of New Jersey in Atlantic City June 16.

"The total investment to date in the television industry," Mr. Hodgson stated, "is estimated at $3,500 million—including stations, receivers, transmitting facilities and manufacturing plants—with the rate-of-investment curve steadily upward. This compares with a capital investment figure for the film industry in this country of $2,280 million."

Mr. Hodgson noted that the American public's investment in TV sets alone is greater than the total national investment in theatre properties, adding that "the potential audience served by the two entertainment forces is now almost the same, comparing 12 million theatre seats in 19,000 theatres having a potential turnover of 2½ per day with a 25 million potential home television audience."

Pointing out that "theatres have an opportunity to lead the broadcasting industry in the presentation of color television programs," Mr. Hodgson urged the theatre men not to adopt a system limited to black-and-white reception. He noted that the Paramount system of theatre TV is convertible to color.

Cost of the Paramount and other theatre TV systems runs to $25,000 per unit for large theatres seating more than 2,000 people at today's prices, with the possibility that this may come down to perhaps $10,000 in a few years when mass production methods are used. For smaller houses, the price would of course be lower, he said. For local originations, the theatre owner will have to spend about $50,000 more for remote pickup equipment, Mr. Hodgson said.

In conclusion, Mr. Hodgson warned that "the theatre industry must put its best foot forward in its case before the FCC this year. It can expect well-organized opposition from the common carriers to any request for allocation of radio frequencies which will permit the theatre industry independent action in the distribution of its theatre television programs. Some of the extravagant and premature claims for theatre television that have been made by representatives of the theatre industry itself have already alienated some of the groups which might have been counted on for support."

film report

JOHN SUTHERLAND PRODUCTIONS, Los Angeles, planning 13 half-hour TV films based on Mark Twain's "Adventures of Tom Sawyer and Huckleberry Finn." Filming to start late this month. **Richard Sokolove** is associate producer and **True Boardman**, writer. . . . Seven TV stations have bought or leased **Tressel Television Productions**, Chicago, **Projectall**. They are **WBNS-TV** and **WTVN(TV)** Columbus, **WSYR-TV** Syracuse, **WTTV(TV)** Bloomington, **WICU (TV)** Erie, **WLAV-TV** Grand Rapids and **WSPD-TV** Toledo.

Franklin Television Productions, Hollywood, currently producing third of series of 52 Western films for TV. Based on their newly created character Buffalo Bill Jr., first three films are "Border Ambush," "Western Law" and "Shooting of Jim Dawson." **John Jay Franklin** is producer and **Robert Tansey**, director. . . . **Kling Studios**, Chicago, completing 54 TV commercials for 12 clients, included are **Swift & Co., Oscar Mayer, Glidden Paint Co., Consolidated Royal Chemical Co., Hollywood Candy Co., Procter and Gamble** and others.

* * *

For showing on weekly *Request Theatre*, KTTV (TV) Hollywood has purchased full-length feature film, "Hollywood Barn Dance," from **Hollywood Television Distributing Co.** . . . Production of 52 half-hour TV films based on "The Three Musketeers," started by **Wally Kline Enterprises**, Hollywood, at Nassour Studios. . . . Two new markets have purchased **INS-Telenews** weekly review, **WFMY-TV** Greensboro, starting June 25 and **WKY-TV** Oklahoma City. WKY-TV under sponsorship of **Consider H. Willett Furniture Co.**, Louisville. Agency: **Griswold-Eshlemann**, Cleveland.

Gale Dorothea Mechanisms, Jackson Heights, L. I., N. Y., has prepared film "How To Attract Attention . . . through Animation" to help executives interested in visual and sound presentation, for display and sales promotion, see vast range of devices and motions available for animation. Film is available for group viewing by writing maker.

* * *

Hollywood Television Film Distributing Co., 7324 Santa Monica Blvd., Hollywood, has filed papers to incorporate, naming Jack Schwarz, film producer, as president and Seymour Fisher as vice president and general sales manager. Current plans call for creation of 12 regional exchanges in major TV markets. Firm aims to provide central distribution for independent producers who have features available for television use. . . . KSD-TV St. Louis, has installed lab for rapid development of films of spot news events, in *Post-Dispatch* building. Installation provides St. Louis viewers chance to see films of local news events same day they occur.

Harry Lehman, president of **Cine-Tel**, Hollywood, has been signed by Adjutant General's Office to produce three 30-minute documentary films for TV on summer encampments of California National Guard. Firm recently completed 20-minute film "Principles of Food Sanitation," for City Health Department, Los Angeles.

Century Television Productions, subsidiary of **Simmel-Meservey Co.**, Beverly Hills, Calif., has started shooting first of series "Wild Bill Elliott Show." Film to be ready for fall showing. Simmel-Meservey, educational film producer, also preparing series of six five-minute films on meal preparation, in collaboration with **American Gas Assn.** Film aimed for teen-age homemaking students.

* * *

Alexander Film Co., Colorado Springs, has announced recent TV commercial productions for 13 organizations, including **Carter Carburetor Corp.**, St. Louis, four 12-second station breaks, agency, **Oakleigh R. French & Assoc.**; **Northome Furniture Industry Inc.**, Dubuque, Iowa, 13 46-second spots on Flexsteel furniture, agency, **Paul Winking**, Chicago; **Frigidaire Div. General Motors Corp.**, Detroit, 6 46-second and 6 20-second spots featuring home appliances, agency, **Foote, Cone & Belding**, Detroit; **Seiberling Rubber Co.**, Akron, 13 46-second spots featuring tires, tubes, etc., agency, **Meldrum & Fewsmith Inc.**, Cleveland. In addition to producing TV films, Alexander distributes most of these campaigns for manufacturer.

SET SALES, SERVICE

TBA Hears Jackson's Views

AT A SPECIAL session of Television Broadcasters Assn. held last Tuesday in New York, representatives of New York television stations heard an address by Hugh R. Jackson, president of the Better Business Bureau of New York, outlining a campaign to standardize advertising practices for the sale and servicing of television receivers in the metropolitan area.

Present at the session were: William Hedges, NBC; Clarence Worden, CBS; Robert Morris, ABC; Norman Drescher, DuMont; Otis Freeman, WPIX, Cy Samuelson, WOR-TV, and Will Baltin, executive-secretary of TBA.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
COMPLETE PRODUCTION FACILITIES
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WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
ESTABLISHED 1913
CREATORS and PRODUCERS of TELEVISION COMMERCIALS
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EXTENSIVE LIBRARY OF FILMS
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Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
"Finest in Film Since 1937"
LABORATORY
FAST 72 HR. SERVICE!
WALNUT 2164
FILM ASSOCIATES, INC.
440 E. Schantz Ave. Dayton 9, Ohio

GRAY — O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

SILENT FILMS SOUNDED
YEARS OF EXPERIENCE
We co-operate with all or any studio.
WRITE US
SYNCRO TAPE & FILM SYSTEMS
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MUSIC - NARRATION - EFFECTS

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
6039 HOLLYWOOD BLVD.
HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION FILM SPOTS
30-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

TELE-TIME
"Your Official Television Time"
PRODUCED BY TELETIME, INC.
342 MADISON AVE.,
NEW YORK 17, NEW YORK
(R.) (C.)

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
—FROM SCRIPT TO FINISHED PRINT
OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
510 W. 57TH STREET, N. Y. C.
WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES
41 E. 50TH ST., NEW YORK
MURRAY HILL 8-1162

BROADCASTING - TELECASTING
FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION EXCEEDS 15,000

They climbed the world's tallest tower so you could see farther

Installation of this early NBC television antenna was a job for daring steeplejacks!

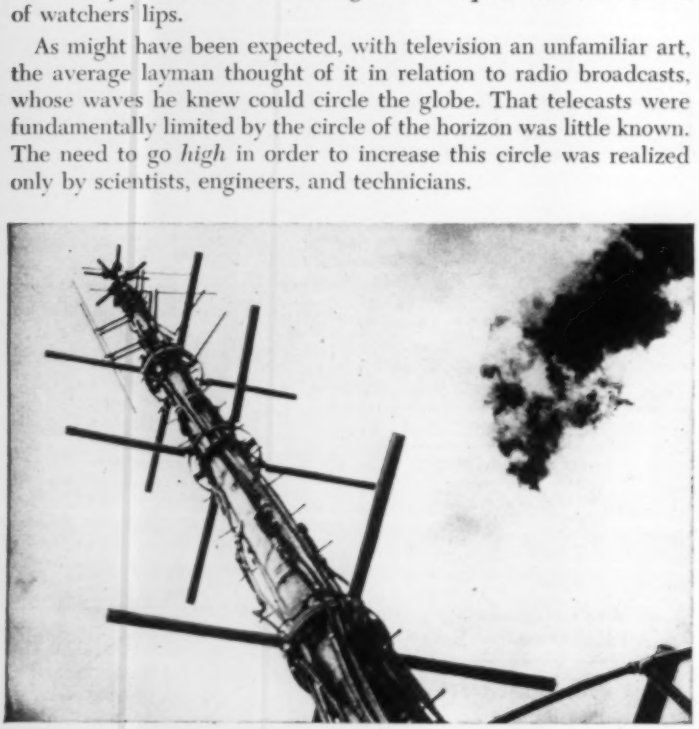
No. 6 in a series outlining high points in television history

Photos from the historical collection of RCA

● Dwarfed ant-small by their height above Manhattan's streets, skilled and daring workmen—in 1931—offered New Yorkers a sight just about as exciting as the high-wire act at a circus . . . but much more significant.

Task of these men, as they clambered about atop the tower of the Empire State Building—1250 feet in the air—was to install an antenna for experimental telecasts from NBC's first television station. "Why did it have to be so high?" was a question on thousands of watchers' lips.

As might have been expected, with television an unfamiliar art, the average layman thought of it in relation to radio broadcasts, whose waves he knew could circle the globe. That telecasts were fundamentally limited by the circle of the horizon was little known. The need to go *high* in order to increase this circle was realized only by scientists, engineers, and technicians.



Steeplejacks at work *on NBC's present television antenna—1250 feet above the sidewalks of New York.*

A familiar sight *on the New York skyline, NBC's television antenna—installed in 1938—is the successor to the one erected in 1931.*

With its antenna installed, this first NBC experimental television station was able to transmit pictures a distance of about 42 miles, and farther under highly favorable conditions. Receivers dotted around the New York area picked up the first telecasts, providing encouraging and instructive information to be correlated by RCA scientists.

Facts gathered in this period included new data on the behavior of very short waves, as well as how to handle them. New knowledge about interference was learned, including: *that most of it was man-made* and could be eliminated. Even more important, the early test telecasts proved that RCA's scientists had surmounted the difficulties attendant on taking apparatus out of the laboratory . . . and into its sphere of public use!

Other studies undertaken at the time included basic work on the "definition" most suitable for regular commercial telecasts. Definition as coarse as 60-lines was used in very early days. Then came 341-line, and 441, until today's standard of 525-line definition was finally adopted.

That we may now see sharp, clear pictures on the screens of our home television receivers is in good part the result of experimental work conducted by RCA scientists, and carried out by NBC engineers from their first station in the Empire State Building. A share should also be credited to the steeplejacks who climbed to dizzy heights so that you could see farther!

Radio Corporation of America

WORLD LEADER IN RADIO—FIRST IN TELEVISION

GOP on The Ball

A POLITICAL party has brought its platform into baseball broadcasting in California and the move, believed to be for the first time, has already paid off, according to John Willis, promotion manager of KTMS Santa Barbara, Calif. The Santa Barbara Republican Central Committee is one of the co-op sponsors of the Santa Barbara Dodgers, California League, broadcasts. In the recent primary, notes Mr. Willis, Republican Gov. Earl Warren and Lt. Gov. Knight carried both Democratic and Republican tickets in the area.

MARQUETTE U.

Radio-TV Institute Set

HIGHLIGHTED by a discussion of radio and television from the viewpoint of the producer, public and educator, second annual radio and television institute at Marquette U., will be held in Milwaukee July 11-13.

Scheduled as a special feature of the summer session at Marquette, the institute will be conducted under the direction of Dr. Ella C. Clark, president of the Milwaukee County Radio Council; Joseph Staudacher, director of Marquette U. Radio Workshop, and Rev. Alban S. Dachauer, S. J. Panel composed of representatives of the four major networks will discuss national network programs. Managers of Milwaukee stations will meet during the institute to talk over problems of local shows.

Farm News Reports

FARM market news reports are broadcast regularly by more than half the stations in the populous Northeast, according to the U. S. Dept. of Agriculture. The department's Production and Marketing Administration reports that 58% of the stations replying to a recent survey carry one or more reports on agricultural commodity markets primarily for the benefit of farm listeners.

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On All Accounts

(Continued from page 14)

tising winning over the text book.

Charles spent five years with Brooke, Smith & French Inc., inching slowly forward to junior account executive for such clients as Florist's Telegraph Delivery Assn., Timken Heating and Bendix Home Washer.

Progress was slow, he recalls, so he decided to pursue the free-lance route along which he organized and directed five half-hour shows and 20 daily spots for Sam's Inc. over CKLW Windsor-Detroit —about the biggest chunk of retail radio in Detroit at that time.

During this period he returned to teaching—this time, advertising, sales promotion and personnel training—as special instructor at Wayne U., Detroit. In 1939 he married the former Eleanor Steinberg, a schoolteacher herself.

With the advent of World War II Charles enlisted and was assigned to Army ordnance. He entrusted his advertising clients to W. B. Doner, partner of Fink & Doner, Detroit agency. Upon discharge Charles returned to find Mr. Doner's partner leaving for the West Coast. He teamed up with the Doner firm in 1943 and two years later was named executive vice president.

Charles' favorite hobby is addressing advertising clubs on the problem of setting up standards for the advertising profession comparable to qualifications required for other professions.

The Rosens have two boys—Bobby, 4, and Donny, 3—both of whom like to chant competitive commercials at their father around the dinner-table.

KERB DEDICATED

New Texas Station On Air

BARBECUE and a two-hour program highlighted formal dedication ceremonies June 15 for KERB Kermit, Tex., new 1 kw daytime-only outlet on 600 kc. Station is licensed to Kermit Broadcasting Co., with George H. Cook, hotel owner, as owner and Leroy Bremmer, general manager. Cost of station construction was placed at $65,000.

Mr. Bremmer

Congratulations from state officials and from Rep. Ken Regan (D-Tex.) in Congress were received by the station which took the air June 8. Between 150 and 200 people visited its studios at 107 S. Mulberry St. Station plans to stress news, sports and "live" studio shows. Staff includes, in addition to Mr. Bremmer, who helped build KRSC-TV Seattle and WHK Cleveland, Clarence Garnes, commercial manager; Charles Van Gundy, program director; and Don Bassman and John Rosenberger, announcer-engineers.

Advertisement

From where I sit *by* Joe Marsh

There it Was— Right in The Middle!

Easy Roberts mowed his lawn early last Saturday. Then he sat on the porch, and watched Handy Peterson cutting his grass.

The Roberts' property and the Peterson's border each other—with no hedge or fence between them. So, when Easy notices Handy had left a strip unmowed along the boundary, he walks over and asks why.

"That's your land," says Handy. "Mine ends here. See, it lines up with that oak tree across the road!" Easy didn't think so, so they went up and down looking for the surveyor's marker. Where did they find it? Right in the middle of their "no man's land"!

Well, they both grin and take turns finishing the job and then retreat to Easy's for a friendly glass of beer together. From where I sit, a little searching around for the truth of the matter often shows that the other fellow is as much right as you are—at which point the whole thing doesn't seem as important anyway.

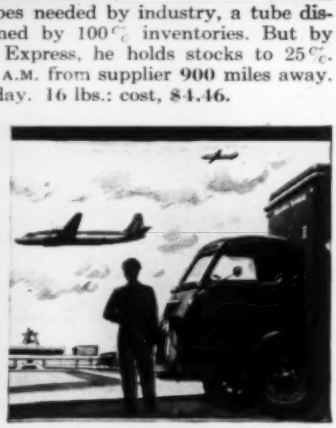
Joe Marsh

Copyright, 1950, United States Brewers Foundation

$1,500 inventory abolished— at a cost of $4.46!

With more than 700 vacuum tubes needed by industry, a tube distributor would find profits consumed by 100% inventories. But by ordering tubes as needed via Air Express, he holds stocks to 25%. Example: Orders $1,500 tube at 9 A.M. from supplier 900 miles away. Delivered to customer 6 P.M. same day. 16 lbs.: cost, $4.46.

Remember, $4.46 *included* speedy pick-up and delivery service, too. *More* protection, because you get a receipt for every shipment. Air Express is the *world's fastest* shipping service.



Your Air Express shipments go by the Scheduled Airlines direct to 1300 airport cities; fastest air-rail for 22,000 off-airline offices. Shipments keep moving with 'round-the-clock service.

Facts on low Air Express rates

19 lbs. of machine parts goes 600 miles for $3.54.
9-lb. carton of new styles goes 1400 miles for $3.99.
(Every kind of business finds Air Express pays.)

Air Express gives you all these advantages: Special pick-up and delivery at no *extra cost. You get a receipt for every shipment* and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify "Air Express delivery" on orders.

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE
SCHEDULED AIRLINES OF THE U.S.

RECORDING BILL

New Tailoring Promised

SENATE-APPROVED bill involving certain changes in operation of the Joint Recording Facility on Capitol Hill will be altered substantially to resolve objections of Congressional radio correspondents before it meets with approval of the House leadership, it was learned authoritatively last week.

One provision slated for deletion, it was reported, is that governing Administrator Robert Coar's jurisdiction over making arrangements for "time for radio broadcasts of such recordings" involving interviews with Congressional members. This section had evoked protests from members of the Radio Correspondents Assn.

Other provisions, which originnally were contained in the House legislation passed last August but revised by the Senate, reportedly were slated to be altered. One involves return of the facility to supervision of the House Clerk and Senate Secretary as urged by the House, and another to apply the word "supplemental" to use of the public address system.

The controversial bill is pending before the House Speaker, Sam Rayburn (D-Tex.), who is credited largely with drawing up the House version. It passed the Senate earlier this month at the urging of Senate Majority Leader Scott Lucas (D-Ill.) [BROADCASTING, June 12].

The measure has drawn the criticism of NAB, which set up a "vigilante" committee to study it, as well as of the correspondents' galleries.

Authorities indicated that the bill would go to conference to resolve the differences on the basis that House leadership would not accept the present version.

Eisele Elected

KARL EISELE of Madison Newspapers Inc. has been elected president of the Advertising Club of Madison, Wis. Other new officers are:

E. B. Peterson, U. of Wisconsin School of Commerce, vice president; William R. Walker, Arthur Towell Inc. agency, secretary; Ferne Noreen, Madison Newspapers Inc., treasurer. Eight addtional members named to serve on the board of directors are: Arthur Towell, Arthur Towell Inc.; Catherine Small, Manchesters Inc.; Robert Jones, Mautz Paint & Varnish Co.; William Everson, Advertising Creations; Richard Nickeson, WISC Madison; Howard A. Johnson, WIBA Madison; Jack MacDonald, Oscar Mayer Co.; William Cantwell, Cantwell Printing Co.

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Issue Newsmen Cards

UNIFORM credential cards are being issued radio newsmen in Southern California in arrangements made between Radio News Club, Hollywood, and sheriffs of 10 Southern California counties. Cards bearing signatures of all the sheriffs will enable newsmen to get on the scene of special events, disasters, etc., without difficulties previously encountered.

CONWAY GRANT

FCC Hears Oral Argumen

ORAL ARGUMENT on initial decision to grand AM facilities to Conway Broadcasting Co., Conway, Ark. [BROADCASTING, Feb. 20] was held before the FCC last Monday. Faulkner County Broadcasting Co., which received proposed denial of its bid for the assignment, 250 w fulltime on 1230 kc, attacked the technical qualifications of Conway Broadcasting.

Leonard M. Rose, chief engineer of KSGM Ste. Genevieve, Mo., and partner in Faulkner County Broadcasting, charged the Conway Broadcasting proposal violated FCC's rules on blanketing since the transmitter site is to be on the campus of Arkansas State Teachers College where the proposed grantee operates KOWN (FM). Beloit Taylor, Conway Broadcasting attorney, explained his firm had told FCC it was willing to move the site if necessary. Other partners in Faulkner County Broadcasting are Norbert B. and Elmer L. Donze, brothers, who own KSGM.

FCC FUNDS

Commission Won't Testify

PLAN to invite FCC testimony on the current single-package 1950-51 funds bill was abandoned last week by the Senate Appropriations independent offices subcommittee [BROADCASTING, June 19].

Authorities said the Commission had asked for restoration of the House cut from original FCC budget estimates but that the subcommittee is pressing to complete testimony and submit its recommendations to the full committee for report to the Senate for early action. Only stumbling block appeared to be the Thomas-Taber amendment which would impose 10% cuts on all agency funds.

KCMJ Palm Springs, Calif., joins Southern California Broadcasters Assn. as 47th member.

71% OF ALL AM-FM-TV BROADCASTERS USE ANDREW TRANSMISSION LINES AND FITTINGS
Andrew CORPORATION 363 E. 75th St. Chicago 19

FCC actions

JUNE 16 to JUNE 22

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 16 Applications . . .

ACCEPTED FOR FILING

AM—920 kc

KGAR Garden City, Kan.—CP change from 1050 kc to 920 kc, using 1 kw D.

License for CP

KELK Elko, Nev.—License to cover CP change frequency to 1240 kc.

KERB Kermit, Tex.—License to cover CP new AM station.

WELD (FM) Columbus, Ohio—License to cover CP new FM station.

Modification of CP

KOA-FM Denver—Mod. CP new FM station for extension of completion date.

WAYS-FM Charlotte, N. C.—Same.

WCEN Mt. Pleasant, Wash.—Mod. CP increase power etc. to change from 1 kw D to 1 kw unl. DA-N, on 1150 kc.

WPRA Mayaguez, P.R.—Mod. CP increase power etc. for extension of completion date.

APPLICATION DISMISSED

AM—1380 kc

KREO Indio, Calif.—DISMISSED application for CP change from 1400 kc 250 w unl. to 1380 kc 1 kw unl. DA-DN.

AM—640 kc

Gerald Clouser, Milwaukee — DISMISSED application for CP new AM station 640 kc, power 3 w, hours not specified.

APPLICATION RETURNED

License Renewal

KAYS Hays, Kan.—RETURNED application for license renewal.

June 19 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Walker)

Lincoln County Bcstrs. Inc., Libby Mont.—Granted petition for leave to amend its application to delete all references to specific site and for removal of application as amended from hearing docket.

(By Commissioner Hennock)

WJW Cleveland—Granted leave to intervene in consolidated hearing on applications of Johnston Bcstg. Co. and WTNB Birmingham, Ala.

(By Examiner J. D. Bond)

WELS Kinston, N. C.—Granted petition to advance hearing date in re its application and that of WHIT New Bern, N. C.; hearing date changed from Sept. 26 to Aug. 9.

(By Examiner Leo Resnick)

WPAQ Mt. Airy, N. C.—Granted continuance of consolidated hearing on his application and that of WNDB Dayton Beach from June 26 to Aug. 28.

KCBQ San Diego, Calif.—Granted continuance of consolidated hearing on its application and that of KLOK San Jose presently scheduled July 7; hearing continued indefinitely.

Sun Coast Bcstg. Corp., Miami, Fla.—Granted motion to take depositions of Rev. Armin A. Kitterer, Hon. James Connell and Hon. Adrian Newcomb June 27 in Cleveland, in re application for assignment of CP of WMIE Miami, Fla.

(By Examiner Fanney N. Litvin)

KSVC Richfield, Utah—Accepted late filing of its appearance re application for renewal of license. Commission on own motion continued hearing from July 11 to Aug. 7 in Richfield.

KAMC-FM Stillwater, Okla.—Granted continuance to June 26 of hearing scheduled June 15 in re its application.

(By Examiner Hugh B. Hutchison)

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.—Granted continuance of hearing on application to Sept. 18.

FCC General Counsel—Granted extension to June 26 in which to file proposed findings in proceeding re applications of WCMB Lemoyne and WHGB Harrisburg, Pa.

June 19 Applications . . .

ACCEPTED FOR FILING

License for CP

KNCM Moberly, Mo.—License to cover CP new AM station.

KICA Clovis, N. M.—License to cover CP change frequency etc.

WKOP Binghamton, N. Y.—Same.

WLYC (FM) Williamsport, Pa.—License to cover CP new FM station.

License Renewal

WMSL Decatur, Ala.—License renewal AM station.

SSA—1590 kc

KPRS Olathe, Kan.—SSA operate on 1590 kc with 500 w from 7:15 p.m. Aug. 1 to 3 a.m. Aug. 2 and from 5 p.m. Nov. 7 to 3 a.m. Nov. 8 CST.

SSA—1400 kc

KUNO Corpus Christi, Tex.—SSA operate 1400 kc 200 w unl. for 47 days beginning June 15 and ending no later than Aug. 1.

Modification of CP

WHP Harrisburg, Pa.—Mod. CP change frequency etc. for extension of completion date.

KFDR Grand Coulee, Wash.—Mod. CP new AM station to change hours from specified 7 a.m.-7 p.m. to unl. with power 250 w, on 1400 kc.

WTVR (TV) Richmond, Va.—Mod. CP for changes in TV station AMENDED to request change in ERP from 17.3 kw vis., 10.3 kw aur. to 28.8 kw vis., 18.7 kw aur. and change trans. site.

Following FM stations requested mod. CPs for extension of completion dates: WAZL-FM Hazleton, Pa.; KTRB-FM Modesto, Calif.; WSB-FM Atlanta; WRGA-FM Rome, Ga.; WFBC-FM

(Continued on page 74)

SERVICE DIRECTORY

Custom-Built Equipment
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The Fountainhead of Modern Tube Development is RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FCC Actions

(Continued from page 73)

Applications Cont'd.:

Greenville, S. C.

WHLA (FM) Madison, Wis.—Mod. CP new noncommercial FM station to change operating power from 3 kw to 5 kw.

FM—98.5 mc

KTIS-FM Minneapolis—CP change from 105.9 mc to 98.5 mc.

TENDERED FOR FILING

AM—1310 kc

KWBR Oakland, Calif.—CP increase D power from 1 kw to 5 kw.

Modification of CP

KOEL Oelwein, Iowa — Mod. CP change hours from D to unl., DA-DN (950 kc).

WLBJ Bowling Green, Ky.—Mod. CP increase D power from 1 kw to 5 kw (1410 kc).

APPLICATION DISMISSED

Modification of CP

WLIL Lenoir City, Tenn.—DISMISSED June 15 application for mod. CP change from 730 kc 500 w D to 1490 kc 250 w unl.

June 20 Decisions . . .

BY THE SECRETARY

WGSV Guntersville, Ala.—Granted license new AM station 1270 kc 1 kw D.

LaGrange Bcstg. Co., LaGrange, Ga.—Granted license new remote pickup KA-5267.

Walsenburg Bcstg. Corp., Walsenburg, Col.—Granted license new remote pickup KA-4775.

National Bcstg. Co., Washington, D.C.—Granted mod. remote pickup station license KA-5471 to change frequencies from 31.22, 35.62, 37.02, 39.26 mc to 26.11, 26.15, 26.25, 26.35, 26.45 mc and for use with WRC-FM and WNBW in addition to WRC.

The Elk County Bcstg. Co., St. Marys, Pa.—Granted CP new mobile remote pickup KA-6988.

Roanoke Bcstg. Corp., Roanoke, Va.—Granted CPs new remote pickup KIA-609-610.

Granite State Bcstg. Co., Claremont, N. H.—Granted CP new mobile remote pickup KA-6989.

Following were granted mod. CPs for extension of completion dates as shown: WPRA Mayaguez, P.R., to 7-19-50; WXEL (TV) Parma, Ohio, to 2-4-51; WATV (TV) Newark, N. J., to 1-9-51; KCBC-FM Des Moines to 12-24-50; KFSAFM Ft. Smith, Ark., to 9-1-50; WEPM-FM Martinsburg, W. Va., to 9-21-50; WKAP-FM Allentown, Pa., to 12-21-50; KOCY-FM Oklahoma City to 12-25-50.

WSDX (FM) Louisville, Ky.—Granted license new noncommercial FM station; 90.3 mc; 10 w.

Fairmont Bcstg. Co., Fairmont, Minn.—Granted licenses new remote pickup KA-3833, KA-3684-5.

W. Albert Lee, Houston, Tex.—Granted assignment of license KA-3125 to The Houston Post Co.

Herald Bcstg. Co., Levelland, Tex.—Granted CP and license for new remote pickup KA-6983.

Carleton W. Morris, Area of Bisbee, Ariz.—Granted CP new remote pickup KA-6984.

Radio American West Indies, St. Croix Island, V.I.—Granted CP new remote pickup WUA-237.

WNOV (FM) St. Paul, Minn.—Granted license new noncommercial FM station; 89.1 mc (Ch. 206) 10 w.

KXOK-FM St. Louis—Granted license cover CP for changes in existing FM station; 93.7 mc (Ch. 229) 71 kw, 550 ft. ant.

KMJ-FM Sacramento, Calif.—Granted license new FM station; 97.9 mc (Ch. 250) 7.5 kw; 630 ft. ant.

KVCI (FM) Chico, Calif.—Granted license to cover CP for changes in existing FM station; 101.1 mc (Ch. 266) 9.8 kw, 70 ft. ant.

WLOE-FM Leaksville, N. C.—Granted license new FM station 92.7 mc (Ch. 250) 820 w 70 ft. ant.

WREV (FM) Reidsville, N. C.—Granted license new FM station 102.1 mc 1.6 kw, 330 ft. ant.

WCOH-AM-FM Newnan Bcstg. Co., Newnan, Ga.—Granted assignment of CP to new corporation composed of same partners.

WHOM, WALK (FM) Atlantic Bcstg. Co. Inc., Jersey City, N. J.—Granted involuntary transfer control of permittee corporation from Generoso Pope, deceased, to executors.

KNCS Hanford, Calif.—Granted voluntary assignment of license to Samuel M. and Harriett Beaubaire d/b as Hanford Sentinel & Journal from Samuel W. Beaubaire, individually and with Harriett S. Beaubaire as joint executors of estate of Stanley S. Beaubaire, deceased.

Mario Acosta, Mayaguez, P. R. — Granted CP and license for new remote pickup KA-6975.

Black Hills Broadcast Co. of Rapid City, S. D.—Granted CPs and licenses to cover new remote pickups KA-2766-7-8.

Nueches Bcstg. Co., Corpus Christi, Tex.—Granted CP new remote pickup KA-6974.

Radio American West Indies, St. Croix Island, V.I.—Same KA-6976.

Interstate Radio Inc., Moscow, Ida.—Same KA-4016.

Twin Cities Bcstg. Corp., Minneapolis—Same KA-6973.

Radio Bedford Inc., Bedford, Ind.—Granted CP and license new remote pickup KA-6971.

Beer & Koehl, Ashland, Ohio—Same KA-6972.

Southern Utah Bcstg. Co., Cedar City, Utah—Same KA-3424.

Radiophone Bcstg. Station WOPI Inc., Bristol, Tenn.—Granted mod. license KA-5557 to change freqs. in remote pickup to 26.29, 26.39 mc.

National Bcstg. Co., San Francisco—Granted mod. of remote pickup license KA-4814 to change freqs. to 26.11, 26.15, 26.25, 26.35, 26.45 mc. Same for KA-4815 KA-4816 KA-4821 Hollywood; KA-5481 Cleveland; KA-5469 KA-5470 Washington; granted mod. license KA-4669 New York to delete freqs. 1606, 2074, 2102 kc in remote pickup.

College of The Pacific, Stockton, Calif.—Granted mod. CP change power from 100 w to 350 w in remote pickup KA-2879.

WFTL Ft. Lauderdale, Fla.—Granted license covering move of present tower, increase height, mount WGOR's FM ant. on top and change studio location and change type trans.

WTVB Coldwater, Mich.—Granted license change from DA to non-DA employing east tower for non-directional operation, and make changes in ground.

WQBC Vicksburg, Miss.—Granted license install new trans.

KPLT Paris, Tex.—Granted license changes in trans.

WPLH Huntington, W. Va.—Granted license change trans. location and install. FM ant. on top AM tower.

KECK Odessa, Tex.—Granted license change power etc. 920 kc, 500 w-N 1 kw-D unl.

WRTA Altoona, Pa.—Granted CP install new trans.

WIBW Topeka, Kan.—Same.

KOL Seattle, Wash.—Same.

KMHT Marshall, Tex.—Same.

WHHM Memphis, Tenn.—Granted CP install alternate main trans. at present site of main trans., 1340 kc 250 w unl.

KFBC Cheyenne, Wyo.—Granted mod. CP for extension of completion date to 12-14-50.

WCKY Cincinnati—Granted CP install new trans.

WATH Athens, Ohio—Granted mod. CP for approval of ant., trans. and studio locations, and change type trans.

WERH Hamilton, Ala.—Granted mod. CP for approval of ant., trans. and studio locations.

WELS Kinston, N. C.—Granted mod. CP change trans. and studio location.

WDBL Springfield, Tenn.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type trans.

WKVM Arecibo, P. R.—Granted mod. CP make changes in trans.; cond.

WNDI Montevallo, Ala.—Granted mod. CP for approval of ant. and trans.

WGTA Summerville, Ga.—Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

KUGN Eugene, Ore.—Granted mod. CP install new trans.; cond.

KJAN Atlantic, Iowa—Granted mod. CP for approval of ant. and trans. location and specify studio location.

WJIM Inc., Oakland County, Mich.—Granted license to cover CP for new exp. TV relay KQB-33.

KHUB Nr. Watsonville, Calif.—Granted CP install new trans.

KMTR Radio Corp., Area Los Angeles—Granted CP new exp. TV relay KA-6944.

WJIM Inc., Oakland County, Mich.—Granted mod. CP to change make of trans. and type of ant., power increase from 10 w to 50 w, and other equipment changes KQB-33.

WTAR-TV Norfolk, Va.—Granted mod. CP for extension of completion date to 12-27-50.

WBNS-TV Columbus, Ohio—Same to 10-1-50.

Edwin H. Armstrong, Alpine, N. J.—Same to 12-19-50 for KE2XHY.

June 21 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WACR Columbus, Miss.—Mod. CP new AM station for extension of completion date.

License Renewal

KRKO Everett, Wash.—Request for license renewal AM station.

Modification of CP

KSDO-FM San Diego—Mod. CP FM station for extension of completion date.

TENDERED FOR FILING

AM—1340 kc

Saunder's Bcstg. Co., Flagstaff, Ariz.—Mod. CP new AM station to change

(Continued on page 80)

→ Quality PLUS ··· makes GATES ··· a MUST →

PROOF OF PERFORMANCE PACKAGE

KIT SA-131

Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $392.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

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Rocke International, New York City

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WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
[illegible]1 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

Member AFCCE

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Wanted—Manager for 1000 watt daytime independent in southern market. Must have character, be energetic and able to sell, have ideas for promotion and know how to get along with people. Attractive salary plus commission, and opportunity to buy into station, if you produce. Box 481F, BROADCASTING.

Salesmen

Florida 5000 watt major network affiliate needs good staff announcer with versatility. Man from southeast preferred. For 40 hours start at $60.00. Send references, background. Box 526F, BROADCASTING.

Salesman for one station market of 80,000. Independent near Chicago. Liberal commission. Box 532F, BROADCASTING.

CBS affiliate in major market is looking for a good local salesman. Excellent opportunity for the right man. Send full particulars first letter to Box 547F, BROADCASTING.

Experienced time salesman with proven sales record for 5000 watt ABC affiliate in its 20th year. Liberal guarantee with no charge back. Straight 15% when sales equal guarantee. Send photo and details Radio Station KMLB, Monroe, Louisiana.

Experienced salesman. Capable of producing billings to earn himself $100 a week or better in rich 300,000 suburban market. Single station, progressive independent. 1000 watts. Real opportunity for solid salesman. WCRB, Waltham, Mass.

Salesman-writer wanted. Emphasis on selling. Market competitive, but good. Salary and commission. WFEB, Sylacauga, Alabama.

Salesman wanted. Send all details H. R. Farrell, WHHH, Warren, Ohio.

Announcers

Announcer-engineer who would be interested in becoming program director of small progressive southern station AM and FM. Experience necessary. Box 467F, BROADCASTING.

Wanted—Sports announcer for well-established, local independent in south Florida. Must be topnotch play-by-play for baseball, football and basketball. A thorough knowledge of all sports plus a good personality essential. Must spend considerable time in field to produce good local sports programs and service sponsors. Not interested in beginners or would-be sportscasters. Opportunity for above average earnings with alert, progressive and well financed station. Unless you have a good reputation and are a glutton for work, do not apply. This is a good opportunity for a good man. Letters of application should contain references, recent photo, and be accompanied by disc. Position open in near future. Box 470F, BROADCASTING.

Disc jockey for major market—Want man with excellent voice, solid on commercials. Comics and gimmick men not our type. Not less than $10,000 per year guaranteed—from there, you're on your own. Give full radio background in letter; if it scans good, we'll ask for disc. Box 566F, BROADCASTING.

Announcer-engineer needed immediately. Accent on announcing. Network affiliate, excellent opportunity. $50-55 to start. Air mail disc, details. Box 551, New Bern, N. C.

Announcer with 1st class license. Experienced only. Accent on quality announcing. Send experience, references, disc. WHBY, Appleton, Wisconsin.

Situations Wanted (Cont'd)

Managerial

Assistant manager-chief engineer regional station 15 years experience all phases desires position as manager progressive station. Will assume full engineering department responsibilities. Excellent reputation with personnel. Highest references include well known radio executives, consultants and employers. Box 482F, BROADCASTING.

Five years experience managing, selling, announcing, and engineering. Desire position small station with future. Box 516F, BROADCASTING.

General manager—Can assure good results on limited budget. Bottom to top experience all phases of radio. Box 523F, BROADCASTING.

Manager radio station representative firm, age 35 wants change to station, city 50-100,000. Offers strong local background plus national contacts. Sept. 1. Full details. Box 534F, BROADCASTING.

All-round station man, strong on sales and ideas. Now managing, but handicapped. Satisfaction guaranteed. Write P. O. Box 358, Sylacauga, Alabama.

Salesmen

Experienced salesman presently employed interested more progressive station. Excellent references. Box 479F, BROADCASTING.

Are you looking for an experienced salesman who can sell and develop business for your station? Straight commission with drawing account to be repaid out earned commissions. Midwest preferred. Please write Box 520F, BROADCASTING.

Salesman, 38, single. Conscientious hard-working, stable. Excellent references. Box 543F, BROADCASTING.

Announcers

Announcer, former staff 5000 watt NBC affiliate. Two years college. Produced, sang, emceed amateur shows in Chicago nite clubs. Graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Consider all offers. Box 420F, BROADCASTING.

Sportscaster-announcer. Experienced all play-by-play sports. University graduate. Available now. Box 445F, BROADCASTING.

Solid staff man. Thoroughly experienced. Mature. Specialty news. Available immediately. Box 466F, BROADCASTING.

Pep up your local news coverage with an experienced newspaper reporter and staff announcer. Deep voice, sincere delivery, college grad, 29, single, vet, references. Box 484F, BROADCASTING.

Experienced staff announcer—4 years fulltime staff, news, copy, DJ, music, sales, console, sports. Available now! Permanent. Disc, photo, references. Box 491F, BROADCASTING.

Combination man—one year experience includes announcing, engineering, selling. Desire permanent location. Married, settled, car, available immediately. Box 502F, BROADCASTING.

Desire position competent organization. Nine years radio. Accounting and announcing. Box 503F, BROADCASTING.

Chief announcer—Family man desires immediate opportunity. Audition disc, resume. Box 506F, BROADCASTING.

Young man with a voice looking for old station with money. Object mercenary. Two years starving. Box 509F, BROADCASTING.

Situations Wanted (Cont'd)

50,000 watt experience in sports and news. Some network announcing with Cedric Foster. Citation from FCC and Mutual during Texas City disaster. Interested in making a permanent connection with an established station. Box 528F, BROADCASTING.

Dislike work. Must eat. Born poor. Must work. Dodged work—four years. Posed as announcer. Dodge at your station? Also write news. Box 529F, BROADCASTING.

Announcer, three years college, NBC trained, 28, married. Photo and disc on request. Box 533F, BROADCASTING.

Morning, all night character. 8 successful reputable years. Employed 3,000,000 market. Combination, ticket, married. $80. Box 538F, BROADCASTING.

Five year staffer available July 10. Diversified metropolitan experience. Good seller. Desire change. Now employed 5 kw southern net affiliate. Small family. Box 540F, BROADCASTING.

Sportscaster. Experienced all sports. Currently broadcasting baseball. Outstanding recommendations. Box 544F, BROADCASTING.

Staff announcer, sales, programming and production, public relations, music librarian, morning man, sports color. 3½ years experience, both network and independents, married, 27. Family man, hard worker. Dependable, desire permanent position. Presently employed, not a floater. All replies answered. Free to travel. Box 545F, BROADCASTING.

Radio school graduate. Experienced announcer. Best references. Available immediately. Single. Box 546F, BROADCASTING.

Sportscaster-announcer—College grad. Player Background play-by-play, commentary, young, ambitious. Box 550F, BROADCASTING.

Announcer, experienced—metropolitan area (FM). Single, 33, desires steady position. Strong on sportscasting. Free to travel. Disc and resume available. Box 551F, BROADCASTING.

Attention—Northeastern stations, available immediately, announcer, 4 years experience, staff, New York, all around, console operation, good voice, references, write—Box 552F, BROADCASTING.

Announcer 2 years commercial experience as staff man. College grad. Will travel. Tops in sports. 4 years radio at N. Y. U. Box 554F, BROADCASTING.

Experienced announcer, college speech major, play-by-play sports, salary secondary to opportunity, will travel. Box 555F, BROADCASTING.

Nine out of ten people prefer me—make the thirty day test! Box 556F, BROADCASTING.

Announcer-newscaster—with personalized and original DJ ideas that bring sales and listeners. 4 years staff experience in all phases. Can operate board, do play-by-play and write copy. Seek steady position, contact immediately for disc, references and photo. Box 558F, BROADCASTING.

Eastern stations: Experienced versatile announcer. Operate console. Formerly on N. Y. C. station. Top references. Salary secondary. Box 561F, BROADCASTING.

Announcer, will start at bottom, location midwest. References. Young, single. Box 563F, BROADCASTING.

Ready to travel—experienced in all phases of staff announcing. Disc upon request. P. O. Box 617, Evanston, Illinois.

Staff announcer, college graduate, 24, single. Specialize in classical music, sports. Will travel. Willing to work and learn. Disc, photo available. Write to Robert Brooker, 2202 Beverly Road, Brooklyn 26, N. Y.

Announcer, married. 2½ years experience. Free to travel. Age 28. All-round staffer. Desire to learn selling. Lawrence N. Bosi, 3101 W. Fifth Ave., Chicago 12, Ill.

Ability available. We have well-trained personnel who have had actual experience in metropolitan stations as announcers, actors, commercial writers, disc jockies, producers and script writers. Give us your requirements and we will send resumes, photos and disc. Write or wire collect. Columbia Institute, 9th and Chestnut St., Philadelphia 7, Pa.

Staff announcer, 25, single, capable, versatile. College graduate. 2½ years net and independent experience. Will travel. Want permanent position. Jack Edwards, 11402 Superior Ave., Cleveland 6, Ohio.

Situations Wanted (Cont'd)

Announcer, nineteen months experience Mutual affiliates and independent. Age 25. Operate console. M. Gulla, 5009 S. Talman Ave., Chicago 32. Republic 7-5791.

Will you give me my first job in radio? 22 years old, have own ideas for D. J. show, announcing-control board. Sylvester Leaks, 652 E. 163 St., Bronx 51, N. Y.

Sell more with Martin. Very strong news and commercial sell; good narrative, sports, disc style. Top references Pennsylvania, Ohio, West Coast. Write Jay Martin, % Sperling, 618 W. Roscoe, Chicago 13, Ill.

Announcer for summer replacement, 3 years experience, available immediately. Will travel. Norman Morris, 5829 Woodbine Ave., Philadelphia, Pa.

Good early morning men, announcers and writers. Practical announcer willing to work and learn. Pathfinder School of Radio, 1222-A Oak St., telephone HArrison 0473, K. C., Mo.

Announcer, age 22, will travel, all-round man, good knowledge of hillbilly music, disc jockey, no floater, sober, operate console, commercial man. Available immediately, disc on request. Donald Redanz, Mt. Morris, New York.

Sports announcer—play-by-play baseball, basketball, 3 yrs. experience, good coverage, can write sports, Col. grad. Contact Mike Wynn, 370 Columbus Ave., New York 24, N. Y. Phone TR 7-2617.

Technical

Engineer—Employed. Must have job near Philadelphia. Married. Have car. Box 399F, BROADCASTING.

First phone license, married, veteran will travel. No experience, ambitious. Box 434F, BROADCASTING.

Engineer—Six years experience FM-AM. Interested in permanent position with opportunity to break in as combination man. Mature, married, will go anywhere. Box 462F, BROADCASTING.

1st phone, 2nd telegraph. Desire combination position east coast. 6 months engineer, 3 months combination, 1 years marine radio officer experience. Age 21. Presently employed. Box 518F, BROADCASTING.

Chief engineer. Have a proven record of economical, sound engineering department operation. 14 years broadcast experience. Excellent references from important stations. Built regional station where now chief in 1946. Thoroughly experienced personnel direction and management side of union negotiations. Engineered stations from 1 kw to 50 kw, FM and AM. Seek engineering supervision of station with valid plans for TV. Salary open. Reply Box 524F, BROADCASTING.

Engineer, 30 months experience. Interested also sales and announcing. Excellent references. Box 531F, BROADCASTING.

Chief engineer, long and extensive experience all branches of AM and FM broadcast engineering including directionals. Ready for TV. Outstanding references. Box 541F, BROADCASTING.

Vet, 24, first phone ticket, married, car. Some broadcast experience. Willing to travel. Box 549F, BROADCASTING.

Engineer, first phone, seeking radio or television position. Eight months kilowatt transmitter experience. Graduate SRT-TV. Single, car, will travel. Box 553F, BROADCASTING.

Engineer, first phone, seeking radio or TV position. Single, will travel. Box 557F, BROADCASTING.

First phone license. Experienced, married, car. Want to work in New York, New Jersey or Pennsylvania. Box 560F, BROADCASTING.

College student desires vacation replacement transmitter job. Reliable and experienced. Box 238, Poplar Bluff, Missouri.

Young man desires a position as an engineer in a college town. Single, no experience or disabilities. Available at any time and place. W. M. Dickinson, 515 West 5th, Mitchell, S. D.

Engineer, first. Inexperienced. Veteran wants permanent position anywhere in U. S. John Phoenix, 1119 22nd St., Des Moines, Iowa.

Situations Wanted (Cont'd)

Production-Programming, others

Women's and children's programming. Experienced in radio and TV. Wrote and acted in own children's show on commercial TV. Experienced in women's and children's programming in radio. Also in commercial copy and public service and dramatic writing. Theatrical training. B.S. Degree from leading eastern college. Ideas galore and shows ready for airing. Prefer TV. Will work anywhere. Box 409F, BROADCASTING.

Experienced promotion man, presently employed, wishes to devote fulltime to promotion at a well established station. Box 459F, BROADCASTING.

Program director—Six years experience, programming, production, sales, announcing, copy and traffic. References and disc on request. Box 522F, BROADCASTING.

Special events director. Able spot, carry out assignments local or area level. Washington news, network announcer experience; law degree. References. Box 525F, BROADCASTING.

Midwest stations—Here's your gal Friday ready to start anytime. Write to Box 527F, BROADCASTING.

Over ten years spent climbing the ladder the hard way. Now I would like to pass my knowledge on to other "aspirants" and instruct. Not a technical man, but all phases of production work. Let me tell you all about it. Presently employed. Box 535F, BROADCASTING.

Now taking applications for fall proof of performance tests. Box 539F, BROADCASTING.

News—thoroughly experienced. Distinctive voice, delivery, writing. (5 yrs. newspaperman; 4 years radio). College graduate. Dependable. Permanent position news-conscious station, AM or AM/TV, that can afford top newsman, editor. Best references. Box 542F, BROADCASTING.

Continuity director, women's broadcaster and teacher of radio production available immediately for position with future. Seven years experience, including director of civic benefit musical comedies. Am 28 years of age and willing to accept radio or television position that is promising regardless of salary. Box 559F, BROADCASTING.

Proof positive performance for publicity, promotion, or public relations position. At present, metropolitan radio, television publicity-promotion director. Bonus: newspaper, sales, and house organ experience. University grad. Sober, reliable, family man. Box 565F, BROADCASTING.

Television

Announcers

Desire opportunity in TV station. SRT-TV and Radio Announcing graduate. Dale Carnegie Course graduate. College graduate. Single, 26, car. Box 383F, BROADCASTING • TELECASTING.

For Sale

Stations

Best south central network outlet in good market can be purchased on basis of three times last year's net of $40,000. $50,000 cash required. Box 515F, BROADCASTING.

Two extremely desirable stations in areas which will not be troubled by TV for a long time to come. One has CBS, the other NBC affiliate. One presently grossing $275,000, the other $175,000. Both are highly profitable and priced right. Harvey Malott Co., Scarritt Bldg. Kansas City, Mo.

Equipment, etc.

Frequency meter, G. R. 720-A, factory overhauled and guaranteed. Box 517F, BROADCASTING.

Line distortion and noise meter type 1FM-71A (cost $575.00 new). Made by General Radio Co. with RCA color finish. Excellent condition. $375.00 FOB. Box 530F, BROADCASTING.

For Sale

Federal field intensity meter, 101-C, used only few hours. $100 down, balance $400 C.O.D. Box 548F, BROADCASTING.

200 stations have saved $500,000 by using my shortwave remote pickup equipment. Complete, guaranteed, ready to install, as per my article in NAB Handbook. Low priced. Write Wm. C. Grove, KFBC, Cheyenne, Wyoming.

Make offer FM WE 506B-2 complete, spares. 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For Sale—Professional Fairchild recorder. Original cost $1300. Guaranteed perfect condition. Will sell for half price. National Academy of Broadcasting, 3338 16th St., N. W., Washington, D. C. DEcatur 5580.

Wanted to Buy

Stations

Daytimer, preferably within 700 miles Raleigh, N. C. Management-engineering partnership looking for station now operating in red. All replies confidential. Box 537F, BROADCASTING.

TV station wanted—by financially responsible non-broadcaster. Possibilities more important than location. CASH! No brokers. Details. Box 560F, BROADCASTING.

Experienced broadcaster will buy minority, control or 100% interest, then actively manage station to greater profit. Box 562F, BROADCASTING.

Equipment, etc.

Universal, RCA 73-B, recording lathe. Presto or Altec 50 watt recording amplifier, RCA turntables, Magnecorder tape recorders. Box 458F, BROADCASTING.

Wanted—Used towers, transmitter for 5 kw installation. Five guyed towers, overall height 200 feet above base insulators, equipped with A-3 lighting. Transmitter should be recent model. Please give complete information, manufacturer's name, model number, age, date last used, condition, location, whether available for inspection, price. Box 495F, BROADCASTING.

Western Electric 640AA Condenser microphone with or without preamplifier. Send particulars to Pacific Network, Inc., 6906 Santa Monica Blvd., Hollywood 38, California.

Miscellaneous

Davis Frequency Measurement Service —111 S. Commercial, Emporia, Kans. Phone 2709.

Help Wanted

Production-Programming, others

PROGRAM DIRECTOR
WANTED

If you have been a successful program director for at least five years; have ideas, energy and the know-how to build high Hoopers; if you can build shows that will sell; if you know music, copy, production; if you have the type of executive ability which gets results, without antagonizing others; if you are looking for financial advancement, future security and the opportunity to associate yourself with a leading, midwestern, network affiliated, 5000 watt station—send us complete details about yourself, including past positions, salaries, etc. and attach small photo. Personal interview will be arranged at a later date. All replies will be held in confidence.

BOX 367F, BROADCASTING

For Sale

Equipment, etc.

FOR SALE

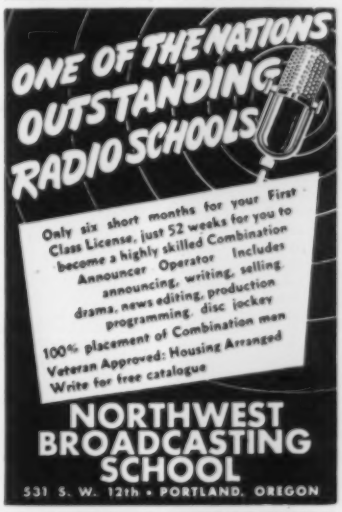
RCA phasing and branching equipment, complete with 3 line termination units housed in weatherproof steel cabinets. Ready for immediate delivery. Make offer.

BOX 519F, BROADCASTING

Wanted to Buy

I will make a down payment up to $75,000 for the outright purchase of a going and profitable radio station. Or a station with real prospects. I have been in the radio business many years and am well-known throughout the trade as a station owner. Send sufficent details for preliminary examination. All replies confidential.

Box 538F, BROADCASTING


ONE OF THE NATIONS OUTSTANDING RADIO SCHOOLS
Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator. Includes announcing, writing, selling, drama, news editing, production programming, disc jockey
100% placement of Combination man
Veteran Approved: Housing Arranged
Write for free catalogue
NORTHWEST BROADCASTING SCHOOL
531 S. W. 12th • PORTLAND, OREGON

Miscellaneous

FREE
TRANSCRIBED SPOT
AUDITION

Top-flight talent! Produced in leading Hollywood studio! Send copy & we'll send you audition plus productions booklet. You will be billed for actual disc & postage cost only. Write . . . 1553 N. Hudson—Hollywood 28, Calif.

RICHARD STROUT
PRODUCTIONS

TV & AM O-P-E-N-I-N-G-S!

TV:—Assist. Dir.-Producer(s), DJ's & Writers.
AM & TV:—Times SALES (Men & Women).
Vacation relief anner., writers & engineers.
Female copywriters (traffic & women's shows).
Personality Deejays (straight & gag —AM & FM).
Announcer-technicians—1st fone lic. (Male or female).

RRR-RADIO-TV EMPLOYMENT BUREAU
P.O. Box 413, Philadelphia 5, Pa.
FREE (Screened applicants) to Employers for 5 years!

Announcer-program director. Capable, experienced. Good voice, pleasing personality. Reliable family man. Details and disc on request. Box 496F, BROADCASTING.

If there is a station in the midwest who wants with our sincere recommendations, an excellent man in sales or management: Married, children, age early 30's, executive and agency experience. I have just the man for you. Please write or call Wythe Walker, The Walker Co., 347 Madison Ave., MU 3-5830.

For All To Know

PLAY-BY-PLAY broadcasts of U. of Cincinnati football games this fall will be aired on WKRC Cincinnati, but the sponsor, General Electric Supply Co., that city, elected to use a simulcast recently to reveal the details. "On-the-spot" coverage of actual contract-signing was given simultaneously over WKRC-AM-TV. Firm sent telegrams to Black Daylight Television dealers in the area, alerting them to the announcement made by GESCO's district manager, Bill Longstreet. On hand were Joseph Effinger, GE factory representative; Larry Garttman, GE Supply Corp.; Herman Fast, WKRC general manager; Hubbard Wood and Joel Stovall, WKRC; Ed Kennedy, WKRC-TV; Dick Bray, football play-by-play sportscaster; Sid Gillman, U. of Cincinnati coach; Chic Mileham, U. C. athletic director; Robert Acomb, president of Robert Acomb Inc., GE Supply Co. agency.

FOR SALE

MAJOR NETWORK AFFILIATE
IN PROSPEROUS EASTERN MARKET

This long-established regional station has top audience and is top grosser in its area. It is now operating at a substantial profit which can be easily increased. Located in one of America's richest and most stable markets whose industrial growth and wealth will double in the next ten years.

TV application on file, all preliminary engineering and legal fees underwritten. Physical plant has been geared toward consolidated TV operation under one roof to provide for low-cost construction and fast, pay-as-you-go operation.

An opportunity with unusual possibilities. Price $280,000. Financing can be arranged.

BOX 521F, BROADCASTING

XUM

JOAN LAW BISHOP, Foote, Cone & Belding, Chicago, named manager TV sales department Advertest Research, New Brunswick, N. J.

GRACE GIBSON Radio Productions, Hollywood, appoints Cheshire & Assoc., same city, to handle sale and distribution of her seven transcribed dramatic program series. Gibson sales office in Hollywood closed; staff and equipment consolidated with Cheshire offices at 6533 Hollywood Blvd.

RAY BERQUIST, film writer-producer, to Larry Finley Productions, Hollywood transcription firm, as vice president in charge TV production. **WALLACE BOSCO** to TV department as writer.

CY WAGNER, midwest radio-TV editor *Billboard*, to Mutual Entertainment Agency, Chicago, as manager TV-radio department and executive assistant to Vice President **JACK RUSSELL.**

WALT (Kousin) KAY, WJW Cleveland, to freelance radio-TV program work through Foster & Davies Inc., Cleveland.

STUART REYNOLDS, formerly with Don Lee network and BBDO, L. A., in sales capacity; **PAUL RAYMOND,** NBC New York, and **ELIZABETH STEWART** form **Reynolds Productions** for packaging radio-TV television shows. Offices at 321 S. Beverly Drive, Beverly Hills; phone Crestview 1-6155. Firm currently working on 11 radio and 16 TV packages, in addition to TV film commercials.

WILLIAM WINTER, LEE GIROUX and **SAM FRIEDMAN,** S. F. radio-TV personalities, form **WILLIAM WINTER Productions,** TV package firm. Offices at 26 O'Farrell St., S. F.; telephone Yukon 2-1611.

All-Day VD Program

WASH (FM) Washington has turned over its 9 a.m.-5 p.m. period July 1 to the D. C. Bureau of Health for an all-day review of VD activities. The bureau has enlisted newspaper cooperation for the eight-hour broadcast, which will be free of commercials. The event will launch a new bureau VD campaign. The bureau is assembling dramatic and documentary material along with talks by prominent civic and medical officials.

allied arts

STANDARD RADIO Transcription Service, Hollywood, Chicago, N. Y., distributing open-end weather jingles on "bonus" no-cost basis to stations using Standard library. Cover all climatic conditions and feature Dick (Two-Ton) Baker, radio-recording star. Fifteen seconds long, can be sold to local clients.

RUSSELL GILBERT teaching eight-week evening course in TV production-writing National Academy of Broadcasting, Washington. Was with NBC New York and Selznick Pictures. Course for advanced students, writers, teachers.

Equipment • • •

SHALLCROSS MFG. Co., Collingdale, Pa., announces new multi-purpose transmision test set for efficiency tests on carbon microphones, receivers and magnetic microphones. Features compact, substantial construction and is fully portable, firm says.

KOTV (TV) Tulsa, Okla., using new electronic optical effects mixing unit, designed by **Chief Engineer GEORGE JACOBS,** for producing montage effects similar to motion picture camera.

ALLEN B. DUMONT Labs Inc., Clifton, N. J., instrument division announces new cathode-ray oscillograph for impulse-testing high-voltage transformers, insulators, lightning arrestors. Withstands surge potentials of great amplitude, firm says.

RADIO ENGINEERING Labs. Inc., Long Island City, N. Y., introduces new REL Model 695, 50 w, 153 mc FM remote pickup equipment, for emergency broadcasts, as well as regular program use.

WXYZ Detroit using two new William Stancil Hoffman studio type, rack-mounted tape recorders. Machine, same type used by networks for delayed broadcasts, will record up to one hour on tape at 15 inches per second, **Chief Engineer CHARLES KOCKER** said.

PERCY LEBARON, vice president in charge power tube division Raytheon Mfg. Co., awarded honorary doctor science degree, June 4, U. of Massachusetts.

W. E. HENGES, Cleveland district manager Graybar Electric Co., appointed assistant to president, Sept. 1. Successor, **C. E. KIRKPATRICK,** manager Memphis plant. **J. W. HORNE,** manager outside construction power apparatus sales Jacksonville, to district manager Cleveland. **WILLIAM McNULTY,** New York sales, to manager Syracuse branch.

BRAND & MILLEN Ltd., Long Branch, Ont., signs 10-year agreement with Crosley Div., Avco Mfg. Corp., to manufacture Crosley TV and radio receivers in Canada.

JOHN F. RIDER Publisher Inc., N. Y., announces July release new book, *TV Installation Techniques,* by **SAMUEL L. MARSHALL,** George Westinghouse Vocational High School TV instructor. Designed to furnish information on TV receiving antennas stressing mechanics of installation. Price $3.60.

ARTHUR A. BRANDT, general sales manager Electronics Dept., General Electric Co., Syracuse, N. Y., named general sales manager General Electric Receiver Div., New York. **HARRISON VAN AKEN,** accountant Receiver Div., Bridgeport, Conn., to Receiver Div., Syracuse, as assistant manager. **W. M. SKILLMAN,** in various district and headquarters executive sales positions, appointed manager marketing services.

R. A. HACKBUSCH, president-managing director Stromberg-Carlson Co. Ltd., Toronto, elected president Radio Mfrs. Assn. of Canada.

Technical • • •

AL ISBERG, chief engineer KRON-TV San Francisco, elected chairman S. F. Chapter Institute of Radio Engineers for 1950-51. **J. R. WHINNERY,** associate professor electrical engineering U. of California, elected vice-chairman; **ALLAN R. OGLIVIE,** plant manager Remler Co., named secretary-treasurer.

Mr. Isberg

ROBERT F. WOLFSKILL, Commercial Radio Monitoring Co., Kansas City, father of girl, Jane Ardis.

LESLIE GRADICK named to engineering staff Van Nostrand Radio Engineering Service, Atlanta, Ga.

EDWARD T. PFUND Jr., engineering staff WLAW Lawrence, Mass., receives bachelor of science degree in physics, magna cum laude, from Tufts College.

REINHARDT SHERFLING, WBKB (TV) Chicago engineer, and Dorothea Frieda Isbrandt announce marriage May 27.

GLENN E. WEBSTER to Scott Radio Labs., Chicago, as distribution manager. Was at NBC and Collins Radio Co.

HEALTH INSURANCE

AMA to Buy Radio Time

TIME will be bought in mid-July on 300 stations for the American Medical Assn.'s campaign to promote voluntary health insurance and to block socialized medicine [BROADCASTING, June 12]. Tentative list includes all markets of 25,000 population and over, reports Russel M. Seeds Agency, Chicago, which is handling the radio portion of the nationwide drive which begins in October. Radio time totaling $300,000 will be purchased.

Number of spots to be allocated per week per station will depend on the station's size. Exact length of the campaign has not been set yet by Whitaker & Baxter, public relations firm directing the educational drive. Harry Goldsmith Jr. is Seeds account executive.

Ad Council Drive

THE ADVERTISING COUNCIL is reviving its Student Nurse Recruitment program. Campaign is being prepared for all media by J. Walter Thompson Co., New York, volunteer agency. Radio campaign will get under way this month. Television is also planned.

BUSY WEEKEND

WPTR Speeds News Coverage

NEWS staff at WPTR Albany, N. Y., found itself in a busy weekend beginning June 17 when Gov. Thomas E. Dewey announced he would not be a candidate for re-election. Its instant and complete coverage of the story further proved that radio news can be both speedy and accurate, according to the station.

When Gov. Dewey made the announcement at his news conference Saturday morning, Ed Graham, WPTR's news editor, broadcast direct from a telephone booth in the State Capitol via the two-way "beep" telephone instrument. At noon, a roundup of statements by potential candidates to succeed Gov. Dewey was broadcast direct from the booth.

With word of a $400,000 fire at Voorheesville Army Supply Depot, about 10 miles west of Albany, Mr. Graham left the Capitol to cover it. Program Director Howard Maschmeier then rushed to the Capitol to watch for the announcement by Lt. Gov. Joe R. Hanley that he would seek the gubernatorial nomination. And all that day, Mr. Graham's successive interviews with a political correspondent and Gov. Dewey's secretary were taken by the telephone "beep", as was Mr. Graham's broadcast, later that day, from a building at the scene of the Voorheesville fire. On Monday morning, Mr. Graham was back at Lt. Gov. Hanley's office in time for the official to announce his candidacy for the governorship—again via the telephone.

CALIFORNIA INDEPENDENT REGIONAL

$300,000

This regional independent—located in one of the major markets—is earning at the rate of 20% return on the investment price. Revenues and profits increasing with every indication that for some long time to come this condition will continue. The terms of a sale that the owner will accept would be $100,000 in escrow at signing of the contract, $100,000 on FCC approval and the balance out over four years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

Curb Espionage

(Continued from page 24)

gressional committees are marking time following hearings on probes involving alien and/or un-American activities.

New evidence has been turned up by the 81st Congress in recent months to substantiate the FBI chief's warnings.

In the wake of demands for intensified top-level loyalty inquiries, at least one radio station already has called for anti-Communist pledges and others presumably may be expected to follow suit. Earle C. Anthony, president and general manager, KFI-AM-FM-TV Los Angeles, has asked the stations' staff members to sign loyalty oaths [BROADCASTING, June 12], thus following the path of Stewart-Warner, Chicago, radio-television and electrical manufacturer, which months ago took similar action in the equipment field.

Additionally, there has been growing concern in the labor union field where the CIO fortnight ago took action to oust American Communications Assn. and other left-wing unions from its ranks. Other unions, notably United Electrical Radio & Machine Workers (CIO), have moved to expunge Communist members from their rolls.

Hearings Concluded

Meanwhile, the House Un-American Activities Committee has concluded hearings on the Mundt-Ferguson-Nixon bill (S 2311) but has taken no action. The Senate Judiciary Committee had approved the upper chamber version, 12-1, and sent it to the Senate where the bill now pends.

The measure seeks to (1) make unlawful a conspiracy "to perform any act which would substantially contribute" to a U. S. totalitarian government; (2) require the Communist Party movement to operate "in the open"; (3) restrict international travel of American Communist members, and (4) deny government employment to American Communist members.

Communist political and front organizations would be required to register with the U. S. Attorney General in line with requirements governing registration of Republicans and Democrats.

Another bill (S 1832), designed to curb subversive activities among alien and national groups, also is on the Senate's agenda following extensive hearings by a Senate Judiciary immigration and naturalization subcommittee. Committee spokesmen expressed "hope" last week the Senate may take action before Congress adjourns.

Included in the committee's voluminous report, released the past fortnight, is a summary of activities of the Gdynia-American Line which, the committee charged, used two American foreign-language stations to spread Polish Communist propaganda [BROADCASTING, Feb. 20, Jan. 9].

Larry E. Kerley, identified as an editorial worker on the New York *Journal American*, told the subcommittee that a Max Bedacht, secretary of the International Workers Union, with a number of aliases, put two former Russian espionage agents in touch with Communist organizations and that he was a board member of People's Radio Foundation organized in 1944 to comprise "FM stations."

The purpose, he stated, was "to get a network for communicating their codes and espionage information." The foundation, he testified, numbered charter members who were "all Communists or Communist fronters."

Mr. Kerley also cited Millard Lampell and Norman Corwin, two writers in United Nations' Radio Division, as having been associated with Communist front organizations, and added that Sam Novick, whom he described as president of the Electronics Corp. of America which made radar equipment for the Navy during the war, and Eric Bernay, identified as president of the Keynote Recording Co., also had been "active in pro-Communist activities for many years."

The foundation and use of foreign-language programs also figured prominently in hearings before the House Un-American Activities Committee. It noted the Justice Dept. had cited the foundation as subversive and that the foundation had applied unsuccessfully to FCC for an FM license in 1945. It listed Messrs. Corwin and Lampell as among its sponsors.

With respect to foreign-language broadcasts, Matthew Cvetic, an undercover FBI agent working in Communist ranks, testified that he helped prepare scripts for broadcasts on WLOA Braddock, Pa., on behalf of the American Slav Congress. Programs were aired in Polish, Ukranian, Slavic and Croatian.

These claims were revealed in testimony and reports made public the past fortnight by both committees.

RADIO-TV MUST BE ON GUARD

'Red Channels' Warns of Communist Actions

RED CHANNELS. By American Business Consultants, New York. 213 pp. $1.

RADIO and television industry leaders must be on guard against Communists and their sympathizers infiltrating the radio, TV and allied fields, *Red Channels*, a report on Communist influence in radio and television, maintains.

The report was released this month by American Business Consultants, New York, who also publish *Counterattack*, an anti-Communist newsletter. It quotes testimony by J. Edgar Hoover, director of the FBI, before a Congressional committee in 1947, that the Communist Party now is concentrating more on radio and television as the media for propaganda rather than on printed media or the moving picture.

"The greater proportion of those in the broadcasting industry are of sturdy mind and sound patriotism," the report says. "Radio-TV has erred no more than other comparable fields." But, the report continues, while every safeguard must be used "to protect innocents and genuine liberals from being unjustly labelled," it is not too late "for those of the patriotic and intelligent majority to immediately undertake a suitable counter-attack."

This propaganda is disseminated in a number of ways, the report states, chief among them are "dramatic shows and other radio-TV productions, joining of Communist fronts and participation by artistes in various movements.

Quoting an editorial from BROADCASTING, the report urges action and awareness of the threat by industry. The editorial, entitled "Double-Talk in Red" [BROADCASTING, Aug. 15, 1949], said in part:

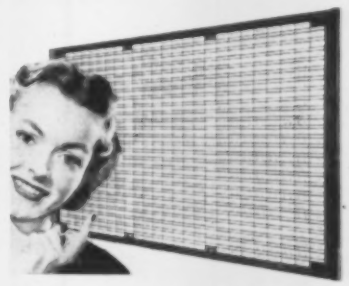
Communists and Communist sympathizers have no place on our air. It is the duty of the station licensee (and the network to which a portion of that responsibility necessarily is delegated) to ascertain that those who harbor views contrary to our form of government be denied access to our microphones. . . .

Specific Aims

The report charges specifically that the Cominform—or its agents—seek to gain the following in American radio and TV: (1) channels, (2) financial support, (3) prestige by association of prominent stars or artistes with Communist front organizations, and (4) increasing domination of the airwaves for use in time of emergency.

Red Channels also publishes a list of names and organizations associated in some manner with the industry to show a number of people have lent their names—knowingly or unwittingly—to alleged Communist Party or front organizations.

Earlier this month, KFI-AM-TV Los Angeles instituted what is believed to be the first instance of a broadcast licensee requiring a loyalty oath from station employes [BROADCASTING, June 12]. Station management asked all employes, from executive to janitor, to sign an oath disclaiming membership in the Communist Party or subversive groups.



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Accommodates 18 or 20 hours daily, 7 days a week. Type or write on quarter hour segment and stationbreak cards, post on board. Simple system, easy to maintain.

COMPACT & ATTRACTIVE
Size, 24"x38½" — correct size for 100% visibility. Permanently constructed of Aluminum with black finish. Precision workmanship. Weight, 9 lbs. Immediate delivery.

FULL PRICE $49.50 WITH CARDS

TESTED AND ACCEPTED: The BOARDMASTER system is used by over 1800 AM, TV and FM stations.

FREE DESCRIPTIVE FOLDER WITHOUT OBLIGATION

GRAPHIC SYSTEMS
55 West 42nd St., New York 18

We do not cover all of Connecticut, but we DO cover* NORWICH and most of New London county . . . 1948 retail sales $129,364,000.00.

Have you been bypassing this market? Remember you can BUY it on a station that has ONE rate both day and night.

JOHN DEME, PRES. & GEN. MGR.
EASTERN CONNECTICUT BROADCASTING COMPANY
NOEL BREAULT, SALES MGR.

*You'd be surprised at our coverage in New London.

FCC Actions

(Continued from page 74)

Applications Cont.:

from 1220 kc 250 w D to 1340 kc 250 w unl.

AM—1450 kc

WHFC Cicero, Ill.—CP to change studio location from 6138 W. Cermak Rd. to 3350 S. Kedzie Ave., Chicago.

AM—1090 kc

KAUS Austin, Minn.—CP AM station to change from 1480 kc 1 kw unl DA-2 to 1090 kc 10 kw DA-N.

June 22 Decisions . . .

BY COMMISSION EN BANC

Petition Granted

KCBS San Jose, Calif.—Granted petition insofar as its requested reinstatement of application for CP increase power on 740 kc fulltime from 5 kw to 50 kw; withheld action on reinstated application as amended pending final determination on Commission's initial ruling to deny bid of Pacifica Foundation for 1 kw D on 710 kc at Richmond, Calif.

Petition Denied

WAVL Apollo, Pa.—Denied petition of WAVL for reconsideration and grant without hearing of its application to change facilities from D to unl., using 100 w-N and make changes in ant.; scheduled hearing in this proceeding, heretofore continued indefinitely, for Nov. 24 at Washington.

Hearing Scheduled

WJVA South Bend, Ind.—Set Aug. 7 and South Bend as time and place for hearing on application for renewal of license which on May 23 had been designated for hearing.

STA—International

WRUL Scituate, Mass.—Extended STA for period ending Sept. 30 for this international station (formerly WRUW) to operate with power up to 80 kw during periods of its day when broadcasting under Dept. of State direction.

International

Grant CPs to NBC, CBS and Crosley Bcstg. Corp., licensees respectively of international broadcast stations KRCA (1-2) Dixon, Calif.; KCBR (1-3) Delano, Calif., and WLWO (1-8) Mason and Bethany, Ohio, to make antenna modifications which do not involve electrical problems or change licensed facilities of these stations in programming for Dept. of State.

Hearing Designated

WVET Rochester, N. Y.—Designated for hearing at Rochester on Aug. 14 application for consent to transfer control of licensee corporation from William O. Boswell Jr. and 19 other stockholders to Security Trust Co. of Rochester.

Modification of CP

WMAY Springfield, Ill.—Granted mod. CP change trans. location, specify studio location, and make changes in DA-D; engineering cond.

Hearing Designated

WKBZ Muskegon, Mich.—Ordered hearing in Washington Nov. 17 on application to increase power 850 kc from 1 to 5 kw, change DA and install new trans.; made KOA Denver and WJW Cleveland parties.

WTAD Quincy, Ill.—Designated for consolidated hearing with application of KWOC Poplar Bluff, Mo., application of WTAD to increase D power from 1 kw to 5 kw and install new trans., operating unl. on 930 kc, and made KIOA Des Moines party to proceeding with reference to WTAD only; and WKY Oklahoma City party with reference to KWOC only. Hearing scheduled Sept. 6.

Lakewood Bcstg. Co., Dallas, Tex.—Denied petition for reconsideration and grant without hearing of application for new station 1480 kc 1 kw unl. DA and ordered that consolidated hearing involving above application and those of KVOL Lafayette, La., and KRMD Shreveport, heretofore indefinitely contiaued, commence Nov. 20 in Washington.

Modification of License

WMBG Richmond, Va.—Granted mod. license for utilization of existing FM-TV tower for D non-directional AM operation; subject to engineering cond. and agreement by applicant to satisfy all legitimate complaints of blanket interference within 250 mv/m contour.

Extension Denied

WBMS Boston—Denied application for extension of completion date to construct new ant. tower; gave applicant 20 days to request hearing.

Extension Granted

KWBB Wichita, Kan.—Set aside action of April 21 in denying application for extension of completion date and granted said application extending to Oct. 10 time to complete construction.

Hearing Designated

Marshall Fromby, Spur, Tex. and Dalrad Assocs., Memphis, Tex.—Designated for consolidated hearing in Washington Nov. 24 application of Formby for new station 1260 kc 250 w D with application of Dalrad for new station 1260 kc 500 w D.

KREI Farmington, Mo., and Pyramid Radio Bcstg. and Television Co. Inc., West Frankfort, Ill.—Designated for consolidated hearing in Washington Nov. 27 application of KREI to change from 1350 kc to 800 kc, using 1 kw D, and application of Pyramid for new station 800 kc 1 kw D; made KXIC Iowa City, Iowa, party.

KSMI Seminole, Okla.—Designated for hearing in consolidated proceeding with applications of KWHK Hutchinson, Kan. et al, to be held July 18 at Hutchinson, and July 21 at Wewoka, Okla., application of KSMI to change power and hours from 500 w D to 1 kw unl., install DA-2 and change trans. and studio locations from Seminole to Wewoka, Okla.; made KHBG Okmulgee party with reference to KADA only, and made KAKE Wichita, Kan., party with reference to KWHK only.

South St. Paul Bcstg. Co., South St. Paul, Minn.—Commission on own motion amended order of May 10 designating for hearing application of South St. Paul Bcstg. Co. by deleting Issue No. 1 therefrom.

License for CP

WBAP-FM Ft. Worth, Tex.—Granted license to cover CP for Class B FM station; 100.5 mc 50 kw 435 ft. ant.

Waiver Denied

KOB-TV Albuquerque, N. M.—Denied request for waiver of Sec. 3.661 (a) of rules to permit it to operate 12 hours weekly instead of minimum 16 required in present operating period.

Prairie Bcstg. Co., Beaver Dam, Wis.—Designated for hearing in Washington Nov. 14, application for new station 740 kc 250 w D and made WGN Chicago party.

Beach Bcstg. Co., New Smyrna Beach, Fla.—Ordered hearing in Washington Nov. 16 on application for CP new station 1230 kc 250 w unl.; made WGGG Gainesville, Fla., and WONN Lakeland, Fla., parties.

Available!*

Caroline Ellis, talented 15-year veteran radio personality, directs the KMBC-KFRM "Happy Home" women's commentary program. Gifted with a wonderful voice and a rich background, Caroline Ellis is one of the best known woman broadcasters. Repeatedly, her program has the highest rating of any woman's program in the Kansas City Primary Trade area.

Caroline Ellis

Caroline is sponsored by the Celanese Corporation of America, and has just completed a successful campaign in behalf of a regional advertiser, with seasonal business.

Contact us, or any Free & Peters "Colonel" on her two availabilities!

*Available Tuesday and Thursday.

KMBC of Kansas City

KFRM for Rural Kansas

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JUNE

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,137	2,116	178		301	27
FM Stations	698	498	237	3*	18	1
TV Stations	105	40	69		352	18

* Two on the air.

* * *

Docket Actions . . .

OPINIONS AND ORDERS

North Cambria Bcstrs. Inc., Barnesboro, and WVAM Altoona, Pa.—By memorandum opinion and order dismissed petition of WVAM requesting application of North Cambria Bcstrs. be designated for hearing. Granted North Cambria CP for 500 w day only on 950 kc; conditions. WVAM based protest of grant to North Cambria on grounds it already renders service to Barnesboro (3,831 pop.) and maintains auxiliary studio in that city. FCC ruled WVAM does not give primary service to Barnesboro. Order June 22.

WIBK Knoxville, Tenn.—By order dismissed as moot petition requesting reconsideration of FCC action Aug. 11, 1949, dismissing as moot application for consent to transfer control from J. Harold Smith and Myrtice Rhodes Smith to James T. Cox Jr. and C. L. Schenck. FCC has denied license to WIBK. Order June 22.

WFCB Dunkirk, N. Y.—By memorandum opinion and order modified CP to enable WFCB to employ directional antenna daytime subject to proof of performance and extended program test authority for 30 days. Dismissed as moot petition of WBNY Buffalo for rehearing of Dec. 15, 1948 order granting WFCB's original CP for 1410 kc with 500 w unlimited. Comrs. Hyde and Sterling favored special service authorization as requested by WFCB. See story this issue. Order June 22.

WDMJ Marquette, Mich.—By memorandum opinion and order denied petition of WEBC Duluth, Minn. requesting that application of WDMJ to change from 1340 kc, 250 w unlimited to 720 kc, 1 kw unlimited DA-N be set for hearing and granted application of WDMJ. Order June 22.

June 22 Applications . . .

ACCEPTED FOR FILING

License for CP

KVMC Colorado City, Tex.—License to cover CP new AM station.

WTMV-FM East St. Louis, Ill.—License to cover CP new FM station.

Modification of CP

KWPC-FM Muscatine, Iowa—Mod. CP new FM station for extension of completion date.

FM—89.9 mc

WIUC (FM) Urbana, Ill.—CP make changes in existing non-commercial FM station to change frequency to 89.9 mc, power to 50 kw.

License Renewal

Applications for license renewal were filed by following AM stations: WJHO Opelika, Ala.; WDWS Champaign, Ill.; WHDF Houghton, Mich.; KTRC Santa Fe, N. M.

APPLICATION RETURNED

License Renewal

WCOH Newnan, Ga.—RETURNED application for license renewal.

Non Docket Actions . . .

AM GRANTS

Oskaloosa, Ia.—Oskaloosa Bcstg. Co. granted new station on 740 kc, 250 w day. Estimated construction cost $38,500. Principals include: Everett G. Wenrick, partner in shoe store in Oskaloosa and Segourney, president 39% E. B. Seeger, 33⅓% interest Seeger Auto Supply Co., vice president 6% plus; Don Hemphill owner Canary Cottage Restaurant, treasurer 10%; P. M. Day, physician and surgeon, 10%; Clarence Powers, mortician and 50% owner Powers funeral home, 50% interest in 2 farms, 10%; Lyman A. Abbott, owner Abbott's Radio & Television shop, 5%; C. C. Kitchen, optometrist, 5%; Catherine E. Raetz, housewife, 5%; Harold E. Fleck, attorney and 66⅔% interest in firm of Fleck & Jones. 19% of stock is retired to treasury. No program test to be authorized until KSTT Davenport ceases operation on 750 kc. Granted June 22.

Jonesboro, Ark.—Radio Jonesboro Inc., granted new station on 970 kc 1 kw unlimited. Estimated construction cost $24,092. Principals include: A. L. Hendrix, 98% owner Al Hendrix Motor and ⅓ owner Court Square barber shop; R. H. Holbert, 50% owner Hotel Noble; H. B. Wall, 50% owner Wall's Dept. Store; Curtis V. McKinney, cashier Citizen's bank; Herbert J. Parker 33⅓% owner Parker Motor Co.; Merrill M. Crall, 28% interest City Drug Store ⅓ owner Snyder Drug Co.; James F. Lyons, ⅓ owner Jonesboro Sporting Goods; Neal B. Bunn, director Jonesboro high school band; and Earl Young manager Malco Theatres in Jonesboro and owner Young Candy Co. Granted June 22.

Lexington, Neb.—Nebraska Rural Radio Assn. granted new station on 1010 kc, 25 kw day, directional. Principals

association include: J. A. Person, and owner, farming and stock raising, president; I. A. Burns, owner Golden Rule Farms and Flying B. Farms, vice president; Max Brown, Nebraska Cooperative Council, secretary-treasurer; L. T. Boom, Consumers Cooperative Propane Co., Sutton, Neb., manager; J. W. Peterson, Farmers Elevator Co.; L. L. Philips, Alma Cooperative Equity Co., Alma, Neb., and D. O. Stelk, farming. Permittee has more than 20 certificate holders. See story Broadcasting, June 27, 1949, page 41. Granted June 23.

New Rochelle, N. Y.—New Rochelle Bcstg. Service, granted new station 1460 kc, 500 w, day. Estimated construction cost $20,288. Julian H. Gins, sole owner is president and owner of New Rochelle Bcstg. Service Inc., license of WGNR (FM) New Rochelle. Granted June 22.

KWBG Boone, Ia.—Granted increase hours of operation from 1 kw day to 1 kw day 500 w night, directional night, on 1590 kc. Granted June 22.

KNPT Newport, Ore.—Granted change in facilities from 1230 kc, 250 w unlimited to 1310 kc 1 kw unlimited, directional night. Granted June 22.

KWIE Kennewick, Wash.—Granted switch in facilities from 1230 kc, 250 w unlimited to 610 kc 1 kw unlimited, DA-N. Granted June 22.

WEED Rocky Mount, N. C.—Granted switch in facilities from 1450 kc, 250 w unlimited, to 1390 kc, 1 kw unlimited DA-DN. Granted June 22.

WKNK Muskegon, Mich.—Granted increase in power from 1 kw unlimited 5 kw day, 1 kw night on 1600 kc. Granted June 22.

WPAB Ponce, P. R.—Granted switch in facilities from 1370 kc, 5 kw unlimited to 550 kc, 5 kw day, 1 kw night. Granted June 22.

OPERATIONS SUSPENDED

KWBM Williston, N. D.—Granted request to remain silent for period of 90 days from June 22, pending refinancing and reorganization. Action June 22.

KSTV Stephensville, Tex.—Granted authority to remain silent for 90 days from May 22. Action June 22.

FM GRANTS

Mesa, Ariz.—Sun Valley Bcstg. Co., granted Class B FM station, Chan. 224 (104.7 mc), 50 kw, ant. 140 ft. Estimated construction cost $18,016. Sun Valley is licensee of KTYL AM outlet in Mesa. Granted June 22.

Lexington, Ky.—American Bcstg. Corp., granted new Class B FM station, Chan. 233 (94.5 mc), 2.95 kw, ant. 320 ft. ABC is licensee of WLAP AM outlet at Lexington. This is reinstatement of previously held CP. Granted June 22.

ALLOCATION PLAN AMENDED

Adopted order amending Revised Tentative Allocation Plan for Class B FM station to add Chan. 284 to Phoenix, Ariz. and delete Chan. 275. Deleted Chan. 284 from Prescott, Ariz. and add Chan. 241.

TRANSFER GRANTS

KSWA Graham, Tex.—Granted assignment of license from George W. Smith Jr., Clay E. Thompson Jr., Harold V. Newsom and Guy C. Hutchison, partnership d/b as Graham Bcstg. Co., licensee, to new corporation Southwestair Inc., composed of same partners with exception of Mr. Smith, who sells his 53.332% for $8,850. Newcomer corporation is Noel E. Thompson who buys 10%. Holdings are now: C. E. Thompson 70%; Mr. Newsom 10%; G. Hutchison 10%. KSWA operates with 500 w day on 1330 kc. Granted June 22.

WMSL Decatur, Ala.—Granted acquisition of control in Tennessee Valley Bcstg. Co. Inc., licensee, by Frank Whisenant through purchase of 63% of stock from Mutual Savings Life Insurance Co. for $25,600. Mr. Whisenant is on board of directors of Mutual Savings and 2% stockholder. WMSL is assigned 250 w fulltime on 1400 kc. Granted June 22.

KMED Medford, Ore.—Granted assignment of license from Mrs. W. J. Virgin, licensee, to Radio Medford Inc. for consideration of $290,000. Principals in new corporation include: H. B. Murphy, stockholder in Pinnacle Packing Co. Inc. (fruit growers, packers, storage, etc.), treasurer 20%; Dwight Findley, physician and surgeon, assistant treasurer 20%; V. J. Robinson, 1/3 interest Daniels-Robinson Ins. Agency, president 10%; B. L. Lageson, dentist, assistant secretary 20%; J. L. DeArmond, 50% owner Ross & DeArmond Lumber Co. Inc., vice president 10%; William M. McAllister, attorney and 51% stockholder in Medford Tank Lines, secretary 10%. KMED operates with 5 kw day, 1 kw night on 1440 kc. Granted June 22.

KCSJ Pueblo, Col.—Granted transfer of control in Star Bcstg. Co. Inc., licensee, from Frank S. Hoag Jr. to KMYR Bcstg. Co. for $35,000. KMYR Bcstg. is licensee of KMYR Denver. F. W. Meyer is president and 50.2% owner transferee. KCSJ is assigned 1 kw fulltime on 590 kc, directional. Granted June 22.

WTWT Stevens Point, Wis.—Granted assignment of license from Evans Radio Co., licensee, to Stevens Point Bcstg. Co. for $54,000. Principals in Stevens Point Bcstg. include: William F. Johns Sr., 20% owner Ridder-Johns Inc., Chicago, 15% interest WOSH Oshkosh, Wis., president 6 3/22%; William F. Johns Jr., 55% owner WOSH, vice president 2 21/22%; Ryland J. Rothschild, in real estate and mortgage loan business, 9 1/11%; Roland J. Faricy, partner in Faricy, Burger and Moore, law firm and holder of real estate, 9 1/11%; Harry D. Lovering, 60% owner Lovering Construction Co., and owner Lovering Equipment Co., 9 1/11%; Fred W. Renshaw, night supervisor ABC Chicago, 9 1/11%; Skellet Inc., holder of real estate and various stock for corporate investment, 9 1 11%; Walter F. Villaume, 50% interest in Minnesota Macaroni Co., 9 1/11%; Byron E. Calhoun, 40% owner Cambridge-Radisson Co., Minneapolis hotel; Warren E. Burger, member law firm Faricy, Burger and Moore, 9 1/11%; Wendell H. Smith, vice president Famous Brands Inc. (foor distributors) 18-2/11. WTWT is assigned 250 w day, 1010 kc. Granted June 22.

WMMJ Peoria, Ill.—Granted assignment of license from Julian B. Venezky, receiver for bankrupt WMMJ to WPEO Inc. for $15,000. Principals in new corporation include: J. R. Cary, 25% owner Cary Motor Co. (Ford dealers), Madisonville, Ky., 50% owner Acme Loans Inc. and 50% owner of farm, president 33 1/3%; Ned Trent, stockholder in Cary Motors, vice president 33 1/3%; T. E. Brewer, general and commercial manager WCIF Madisonville, vice president 33 1/3%; J. Chase Scully Jr., attorney and director Peoria Malleable Casting Co., no stock interest. WMMJ is assigned 1 kw day on 1020 kc. Granted June 23.

KSIJ Gladewater, Tex.—Granted assignment of license from Barnes H. Broiles, Carl B. Everett, John Ben Sheppard, Thomas C. Unis and Henry Wade d/b as The Gladewater Bcstg. Co. to Taylor W. Lee, with same firm name. Mr. Lee assumes expenses of transfer and outstanding debts and accounts payable. Mr. Lee has extensive business interests including oil operations, president and 98% owner VaLee Canning Corp., VaLee Gin Co., and Red Gate Gin Co., 50% interest Raymondville Gin Co., Raymondville. KSIJ is assigned 1 kw day on 1430 kc. Granted June 22.

WEAT Lake Worth, Fla.—Granted assignment of license from Robert W. Rounsaville, licensee, to Warren H. Brewster for $60,000. Mr. Brewster owns 29% WLNH Laconia, N. H. which he plans to sell. Other business interests include 33% Brewster Hotel Corp. WEAT is assigned 250 w fulltime on 1490 kc. Granted June 22.

WROL-AM-FM Knoxville, Tenn.—Granted assignment of licenses from S. E. Adcock d/b as Stuart Bcstg. Co., licensee, to new firm Mountcastle Bcstg. Co. Inc. for $301,294. Paul Mountcastle is president and 100% owner of firm. He is president of Life and Casualty Ins. Co. of Tenn., and less than 25% stockholder, president and 21% interest Fireproof Storage and Van Co. and other business interests. Paul Mountcastle Jr. is treasurer of corporation and W. H. Linebaugh, business manager of WROL, is vice president. WROL is assigned 5 kw fulltime, directional on 620 kc. Granted June 22.

WWON-AM-FM Woonsocket, R. I.—Granted assignment of license from Associated Electronics Enterprises, licensee, to Woonsocket Bcstg. Co., for $70,000. Principals in Woonsocket Bcstg. include: Millicent S. Palmer, president; Andrew P. Palmer, publisher Woonsocket Call (daily paper), vice president; Esther P. Hudson, treasurer and director the Evening Call and director Buell Realty Co.; Harriet B. Hudson, treasurer and director of the Evening Call and director of Buell Realty; Florence H. Palmer; Chas. W. Palmer and C. Leroy Kettlety. Evening Call owns all stock of the Woonsocket Call. WWON is assigned 250 w fulltime on 1240 kc. Granted June 22.

WKPA New Kensington, Pa.—Granted transfer of control in Allegheny Kiski Bcstg. Co., licensee, from Frank Recco to Cooper family presently stockholders. Mr. Recco sells 139 shares for $10,000. Transfer brings holdings of the Coopers to 54.9%. WKPA is assigned 250 w day on 1150 kc. Granted June 22.

WFRL Freeport, Ill.—Granted transfer of control in Freeport Bcstg. Co. Inc., through transfer of 1 share of stock from Mrs. Barker to Vincent S. Barker (husband). Prior to transfer each held 50% of stock but felt that Mr. Barker as active manager should have control. WFRL is assigned 1 kw day on 1570 kc. Granted June 22.

KFRC San Francisco—Granted transfer of Thomas S. Lee Enterprises Inc., d/b as Don Lee Bcstg. System to Thomas S. Lee heir (2) granted transfer from Thomas S. Lee heir to Lewis Allen Weiss and Willet H. Brown as co-guardians for Thomas S. Lee (3) granted transfer from Mr. Weiss and Mr. Brown to Ben H. Brown, special administrator of estate of Thomas S. Lee, deceased. No monetary consideration is involved. Transfers involve AM stations, KFRC San Francisco assigned 5 kw fulltime on 610 kc; KGB San Diego assigned 1 kw fulltime on 1360 kc; KDB Santa Barbara 250 w fulltime on 1490 kc; KHJ Los Angeles, assigned 5 kw fulltime on 930 kc; and KHJ-FM Los Angeles. Granted June 22.

KDAL on 24 Hours

KDAL Duluth, Minn., owned and operated by Red River Broadcasting Co., went on a 24-hour daily schedule June 11. Announcer Bob Daniels is handling the CBS outlet's *Daniels in Duluth* all night show. KDAL operated with 5 kw on 610 kc.

New Applications . . .

AM APPLICATIONS

Walnut Ridge, Ark.—Southern Baptist College Bcstg. Service, 1320 kc, 1 kw day. Estimated construction cost $9,300. Applicant is a non-profit incorporated educational institution. Principals include; President of the board Fred Carter, engaged in banking, cotton ginning and farming; H. E. Williams, president Southern Baptist College and Ben H. Lincoln, teacher, secretary. Filed June 19.

Sidney, Neb.—Sidney Bcstg. Co., 1540 kc, 250 w day. Estimated construction cost $10,650. Principals include; William C. Grove, general manager and 16% owner KFBC Cheyenne, Wyo., 11% interest KCSJ Pueblo, Col., 25% KRAL Rawlins, Wyo., and has application pending for new station at Denver, Col., 50%; Lewis W. Grove, manager of Denver branch of Mine and Smelter Supply Co., and minor stockholder, 50%. Filed June 21.

Fort Valley, Ga.—Peach Belt Bcstg. Co., 1150 kc, 1 kw day. Estimated construction cost $15,950. Principals in Peach Belt include: Ed Stevens, 20.6% interest Stevens Industries Inc., president and 50% owner WDWD Dawson, Ga., president and 40% owner WGRA Cairo, Ga., president 26 2/3%; Hattie interest WGRA, 10.43% interest in Stevens Industries, vice president 13 1/3%; Geise Dozier, vice- president and 6.98% owner Stevens Industries, vice president and 3 1/3% interest E. Williams, vice president and 16 2/3% WGRA; Ed G Young, 3 1/3% and William C. Woodall, 50%, owner WDWD, 33 1/3% WGRA, secretary 26 2/3%. Filed June 22.

TRANSFER REQUESTS

WGRY Gary, Ind.—Assignment of CP from George M. Whitney, Carolina L. Whitney and Fredrik K. Feyling d/b as Steel City Bcstg. Co. to WGRY Inc., a new corporation of same partners. Due to illness in the family Mr. Feyling decreases his holdings to 8.57% and George and Carolina Whitney increase theirs to 45.715% each. Partners prefer corporate form of operation. WGRY is assigned 500 w day on 1370 kc. Filed June 19.

WLTR Bloomsburg, Pa.—Assignment of license from Bloom Radio Inc., licensee, to Harry L. Magee d/b as Bloom Radio. Mr. Magee desires to operate as sole owner rather than owner of all stock. WLTR is assigned 1 kw day on 690 kc, directional. Filed June 19.

WDSG Dyersburg, Tenn.—Acquisition of control in State Gazette Bcstg. Co., licensee, by Russell M. D. Bruce and A. L. Ward through purchase of 33 sh. of stock for $7,000 from S. D. Wooten Jr. Sale of stock took place in December 1949 and transfer is filed to conform to FCC regulations. WDSG is assigned 250 w fulltime on 1450 kc. Filed June 21.

WKNX Saginaw, Mich.—Assignment of license from O. J. Kelchner, William J. Edward and Howard H. Wolfe d/b as Lake Huron Bcstg. Co., licensee, to Lake Huron Bcstg. Corp., new corporation in which original partners still retain 1/3 interest each. WKNX is assigned 1210 kc, 1 kw day. Filed June 19.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Acuff Rose

M-I-S-S-I-S-S-I-P-P-I

On Records: Kay Starr—Cap. 1072; Ella Fitzgerald—Dec. 27061; Red Foley— Dec. 46241; Bill Darnel—Coral 60220; Bradford & Romano —Vic. 20-3808; Art Mooney—MGM 10721; Jack Pleis—Lon. 693.

On Transcription: Jack Rivers—Standard

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

Sell

Ohio's third largest market

with

WFMJ

5,000 watts AM
and
50,000 watts FM

WFMJ

1390 AM – 105.1 FM

Youngstown, Ohio

Headley-Reed Co.,

national representatives

At Deadline...

WESTERN UNION OFFERS TV TARIFF CHANGES

POSSIBLE completion of TV interconnection hearing before FCC seen by next week, earlier than previously expected, as Western Union offered proposed tariff modifications Friday after finish of AT&T cross examination (early story page 65). Same broadcasters interrogated previously to be recalled Thursday for conclusion of proceeding [TELECASTING, May 8].

Col. J. Z. Miller, Western Union director of research, testified that after final ruling on interconnection WU will amend its tariff to (1) drop provision for one-year minimum contract and substitute charge when terminal equipment is installed or removed from customer's premise, (2) include provision for occasional or seasonal service at "appropriate rates to be determined later," and (3) furnish one-way channels in addition to present reversible channels offer, also at rate to be determined. He also indicated Western Union will try to meet all other requirements of broadcasters which "may materialize from time to time."

Broadcasters to be recalled include: Adrian Murphy, CBS vice president and general executive; Rodney K. Chipp, director of engineering, DuMont Television Network; Ernest Lee Jahncke Jr., vice president in charge of stations, ABC; William S. Hedges, NBC vice president in charge of integrated services; J. R. Poppele, vice president in charge of engineering, WOR-AM-TV New York and WOIC (TV) Washington.

ASCAP-TV MEETING

MEETING of TV broadcasters committee Friday in New York with an ASCAP group to continue negotiations over terms of per program licenses for use of ASCAP music on TV was "amicable but produced little progress," according to one of participants. Counsel Stewart Sprague for broadcasters and Herman Finkelstein of ASCAP will continue discussions pending another get-together of two committees. (See NAB board story page 19).

WMAW REVAMPS GIVEAWAY

WMAW Milwaukee revising format of Lucky Social Security Numbers giveaway after receipt of letter Thursday from Milwaukee District Attorney saying scheme constitutes lottery (see story page 47). Roth Appliance Distributors, which began sponsorship last Monday, plans to keep show on air. Agency, H. Ellis Saxton, Milwaukee.

JOHN FOX JOINS AGENCY

JOHN FOX, formerly business manager of sales promotion department of CBS, has joined William Douglas McAdams, New York agency, as director of production.

FCC STAND ON WITNESS HIT

LETTER requesting FCC's reason for supporting its star witness, Clete Roberts, in investigation of news policies of G. A. (Dick) Richards' stations (see story page 26), reported sent to Commission Friday by Reps. Anthony F. Taurielo (D-N. Y.), Hugh J. Addonizio (D-N. J.) and Peter W. Rodino Jr. (D-N. J.). Mr. Roberts has been attacked by Congressmen for his views on people of Southern Italy [BROADCASTING, June 19; also see story page 51].

INDUSTRIAL LEADERS LAUD RADIO AT KY. MEET

RADIO is "key in revitalized program of industry to tell its story," Louis J. Bowse, managing director of Associated Industries of Ky., declared Friday at closing sessions of Kentucky Broadcasters Assn. (earlier story page 21). "Industry long has recognized radio as one of basic techniques of any good public relations program," he said. "We are depending upon radio as medium of communication to get the story of business before public."

Willis Munro, advertising manager of Ashland Oil & Refining Co., one of Kentucky's largest oil operators, lauded broadcasting for its "mighty fine selling job." He asserted impact of a few powerful blows by radio is better than many light taps in other media.

Simultaneously, Ashland Oil announced that, beginning July 1, it will sponsor half hour quiz show on 30 Kentucky stations. Program will be devoted to Kentucky's history, geography, sports, literature and music, and will originate in 13 Kentucky cities. Ashland Co. broadcast 12 quarter-hour programs on 28 stations last year. New show is titled *Know Kentucky Better and You'll Love Her More.*

NEW RTMA COMMITTEE HEADED BY BALCOM

NEW reorganization committee named by Radio-Television Mfrs. Assn. president, R. C. Sprague of Sprague Electric Co., to carry out plan to revamp association, including proposal to retain salaried president. Prompt meeting of group, which replaces committee that expired at recent RTMA convention, asked by President Sprague.

Chairman of new committee is Max F. Balcom, Sylvania Electric Products, ex-RTMA president. Other members are: J. J. Kahn, Standard Transformer Corp., chairman of expired committee; Benjamin Abrams, Emerson Radio & Phonograph Corp.; Dr. W. R. G. Baker, General Electric Co.; William Balderston, Philco Corp. (L. F. Hardy, alternate); W. J. Barkley, Collins Radio Co.; Frank M. Folsom, RCA (F. B. Elliott, alternate); Paul V. Galvin, Motorola Inc.; Arie Liberman, Talk-A-Phone Co.; W. A. McDonald, Hazeltine Electronics Co.; E. F. McDonald Jr., Zenith Radio Corp. (H. C. Bonfig, alternate); Leslie F. Muter, Muter Co.; A. D. Plamondon Jr., Indiana Steel Products Co.; Robert C. Tait, Stromberg-Carlson Co.

Dr. Baker was appointed chairman of RTMA's Television Committee, succeeding Mr. Balcom. John W. Craig, Crosley Division of Avco Mfg. Corp., and Raymond C. Cosgrove, RTMA past president, also named to committee.

WGN GETS TV SITE

WGN Chicago late Friday signed an exclusive five-year contract with Chicago Fair officials to operate TV center along lakefront site for three months each summer. Contract signed by WGN General Manager Frank P. Schreiber and Crosby M. Kelly, executive director of fair, which is outgrowth of Railroad Fair of past two years.

SHEA TO CECIL & PRESBREY

DAN E. SHEA, formerly with Lever Brothers and Armour & Co., has joined Cecil & Presbrey, New York, as director of merchandising.

Closed Circuit

(Continued from page 4)

VHF-UHF allocations—in time for "that this year, as hoped for. It's doubtful FC can move that fast.

TWO Dancer-Fitzgerald-Sample accounts, Fa staff Beer and General Mills, understood t be interested in pro and college football broa casts on MBS, which will probably be exte sion of baseball's game of the day idea.

EVEN before NAB members are polled s convention views it's obvious that next mee ing will have plenty of workshop progra ming to spice high-level talks. First scanni of sites included Houston, Miami and Cle land but hotel facilities and accessibility a problems. New York, Chicago and Washingt still mentioned. When NAB board next meet in mid-November, it's good bet that site wi be Sea Island, Ga.

WILLIAM H. WEINTRAUB Co., New York preparing spot announcement campaign fo *Flair* magazine on both July and Augus issues.

FCC giving thought to legislation permitting it directly to specify standards for both FM and TV receivers because of serious oscillator interference situation, particularly with re spect to CAA's new omni-directional radio range system. Unless manufacturers come up with "oscillation killer," FCC may go direct to Congress at this session.

RE OSCILLATOR radiation problem, RCA-Victor already has moved to suppress interference through revision of circuitry in its TV receivers. Beginning in September, its new line will entirely suppress low-band emissions (Channels 2 through 6) and will reduce interference in upper end covering Channels 7 through 13. Higher frequencies more difficult to control.

WHILE industry committee has had no answer from AFM head, James Petrillo, on request for discussion of terms for TV musical films, general impression is that he does not like flat fee for overall musical film rate and 50% for TV use only any more than committee likes movie scale plus royalty deal AFM has made with Gene Autry and few others. Committee probably to meet soon to make plans for pressing negotiations with AFM executives.

ORIGINAL plan to keep NAB general manager chained to Washington desk likely to be relaxed when membership drive gets under way. It's expected William B. Ryan will take to road for personal selling in major trouble areas, now that board appears convinced headquarters operation is starting to roll in businesslike manner.

PROSPECTS for House committee action on Senate-passed McFarland Bill (S-1973) to reorganize FCC procedures are brightening. Chairman Robert Crosser (D-Ohio) of House Interstate & Foreign Commerce Committee plans meeting with key committeemen this week on subject of hearings. NAB and networks pushing for action.

CHANGES expected in lineup of Canadian network programs this fall, according to present inquiries and bookings. More daytime programs contemplated on both Trans-Canada and Dominion networks. Important evening commercial programs expected to change times.

FASTEST GROWING TV MARKET

Ownership of TV sets within the WLW-Television area has increased more than 600% in the last year. During a recent four-months' period, growth of set owners *more than doubled* the national rate—totaling 268,000 (unduplicated) as of June 1st. It's the 2ND LARGEST TV MARKET IN THE MIDWEST . . . 6TH LARGEST IN THE NATION.

REACHED MOST EFFECTIVELY

Videodex Reports for May prove that the three micro-wave-linked Crosley Stations—WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus—offer the best method of reaching this important TV market. WLW-Television has an average Share of Audience of *47.5% from 11 A. M. to 11 P. M. seven days a week,* as compared to an average of 31.5% for the five other stations located in the WLW-Television area!

AT LOWEST COST

On a cost-per-thousand basis, WLW-Television reaches this large audience *at lower cost than any other combination* of the eight TV stations located in these three cities. ACT NOW to take advantage of the present low rates. For complete information, contact any of the WLW-TV Sales Offices in New York, Chicago, Hollywood, Cincinnati, Dayton, or Columbus.

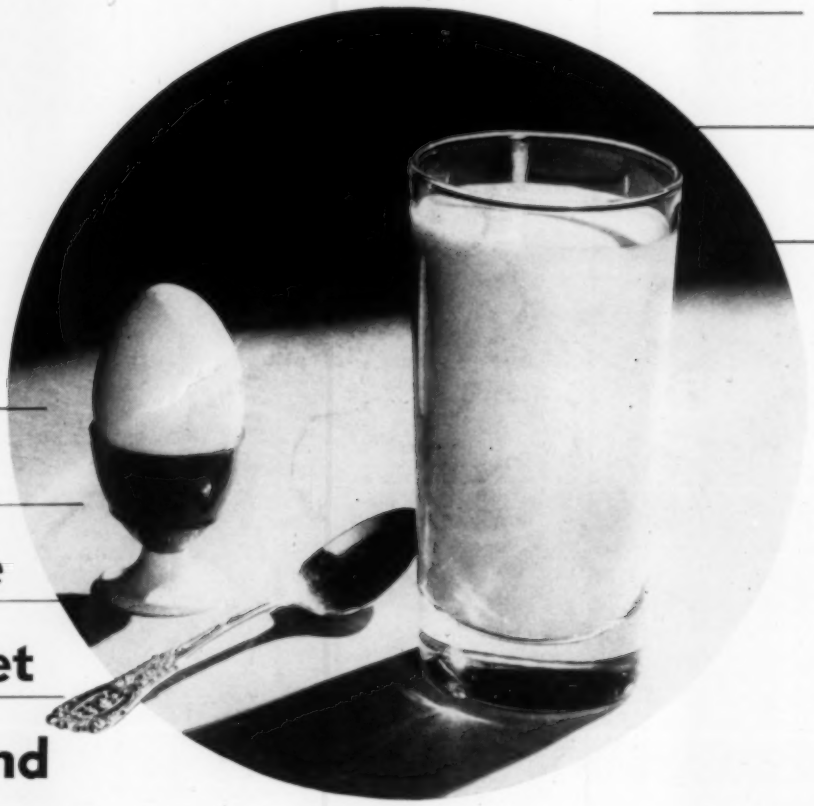
ON WLW-TELEVISION . . .

WLW-T
CINCINNATI

WLW-D
DAYTON

WLW-C
COLUMBUS

Television Service of the Nation's Station • Crosley Broadcasting Corporation



To an account executive with radio budget problems and an ulcer

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through the fertile black soil of Iowa. Antonin Dvorak made powerful music for the *New World Symphony* from such ingredients. We, more interested in powerful buying power, prefer to hear the music made by the seasonal *finale*—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. *Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, 10% of the nation's food supply and contribute to the high per capita wealth of Iowans, currently 61% above the national average.*

The half-acre in the country to which you repair week-ends—or aspire to—is about 1/320th the size of an average Iowa farm. If you feel that you ought to have a gold mine in the back yard just to meet your country living costs, compare your situation with an Iowan's. *Iowa's rockless soil produces more wealth each year than all the gold mines in the world.*

Before you dash out for a harried lunch of soft-boiled eggs and a glass of milk (while many an Iowan is tuning his radio to WMT and sitting down—at home—to a leisurely noon-day meal of sizzling steak, golden roasting corn dripping with freshly churned butter, tender garden peas, strawberries and cream . . .) please consider this:

A one-minute Class A commercial on WMT has a potential audience (within the 2.5 mv contour) of more than 1.1 million people—and it budgets at $27.00 (52-time rate). It's a market worth reaching—and in Eastern Iowa WMT *reaches*.

Please ask the Katz man for additional data.

5000 WATTS

WMT
CEDAR RAPIDS

Day & Night

600 KC

BASIC COLUMBIA NETWORK